

SUBJECT OUTLINE

1. General Subject Information

<i>Subject Code:</i>	MKT002
<i>Subject Name:</i>	Marketing New Products
<i>Teaching Period:</i>	Trimester 1, 2021
<i>Core/Elective status:</i>	Elective
<i>Pre-requisites:</i>	None
<i>Class Times:</i>	Tuesday, 8.30 – 11.45am
<i>Class Room:</i>	Room 1110
<i>Class Contact:</i>	3 hours per week
<i>Delivery Mode:</i>	Full-time
<i>Lecturer:</i>	Associate Professor Felix Stravens
<i>Contact Details:</i>	Felix.Stravens@ubss.edu.au
<i>Location:</i>	Room 1106 – Level 11

2. Subject Overview

2.1 Subject Summary

The subject investigates and focuses on the collection, analysis and interpretation of data in terms of problem solving, identifying customer needs, and business decision making in the new product development environment. This will involve marketing analysis, market research and testing new products. A focus will be on understanding the digital environment in relation to key applications for marketing new products such as research, adding value in the areas of product, distribution, pricing and promotion and in particular the impact of digital disruptors. The subject prepares students to undertake an independent research project in this industry.

2.2 Learning Outcomes

On successful completion of this subject, students will be able to:

1. Interpret the role of marketers in developing new products and the ways in which they prompt others in the organisation to lead to this process
2. Distinguish and comprehend measures in the New Product Development process
3. Apply theoretical models to appraise product innovation and develop options, and recommendations for new product investments
4. Critically analyse evidence on the market environment to make product development decisions

2.3 Teaching Strategies

This subject will be taught by face-to-face sessions comprising of weekly lectures and tutorials (3 hours). Teaching strategies will include lectures, presentations, in-class activities, case study analysis, group discussions (in class and online), relevant videos and experiential exercises/role play. Students will be required to come prepared each week so that they can play an active and effective role during the sessions. This will also include conducting independent on-line research to support class discussions.

2.4 Reading Materials

Prescribed Text

Garcia R. (2014). *Creating and Marketing of New Products and Services*. CRC Press Taylor & Francis Group Boca Raton, FL

Recommended Readings

Trott, P. (2017) *Innovation Management and New Product Development*. Harlow, England: Pearson
Quester, PG, McGuiggan, RL, Perreault, WD and McCarthy, EJ (2015), *Marketing: Creating and Delivering Value*, Australia, McGraw-Hill Australia

Recommended Journals

Journal of Marketing

Journal of Marketing Management

Journal of Marketing Research

Journal of Consumer Marketing

European Journal of Marketing

Australasian Marketing Journal

Australian Professional Marketing

E-Resources

Teaching and assessment materials can be found on our online learning system, *Moodle*. E-resources include, but are not limited to lecture notes, PowerPoint Presentations, reading materials and subject related information. Access to *Moodle* is granted to all enrolled students of this subject. Also see section 4.8, E-library Materials.

2.5 Subject Contents and Schedule

Teaching Week	Topic	Required reading	Required Activity, Tutorial & Assessment Questions
Week 1 12 January	Introduction to Marketing		
Week 2 19 January	New Product Development Process Overview	Chapter 1	
Week 3 26 January	New Product Innovation Strategy Australia Day Holiday	Chapter 2	Please access the recording
Week 4 2 February	Idea Generation and Market Strategy	Chapter 4	
Week 5 9 February	The Concept Process	Chapter 5	Assessment 1 – 15%
Week 6 16 February	Customer Needs and Perceptual Mapping	Chapter 6	
Week 7 23 February	Estimating Sales Potential	Chapter 7	
Week 8 2 March	Proactive New Product Development	Chapter 8	
Week 9 9 March	Product and Market Testing	Chapter 9	Assessment 2 Group Assignment – 25%
Week 10 16 March	Commercialisation/Market Launch	Chapter 10	
Week 11 23 March	Global New Product Development	Chapter 11 and 12	
Week 12 30 March	Digital and Social Media for New Products		
Exam Period 5 – 16 April			

3. Subject Assessment

Assessment Types & Description	Weight	Due Date	Requirement	Link to Learning Outcome	Link to Graduate Attribute
Assessment 1	15%	Week 5	Individual Report (Please refer to details on Moodle)	LO - 1 LO - 2 LO - 5	Professional Knowledge and Skills Problem Solving
Assessment 2	25%	Week 10	Students will work in Teams to assess and launch a new product. A complete plan will be required	All Learning Outcomes (LO - 1 to 6)	Professional Knowledge and Skills Problem Solving Communication Skills
FINAL EXAMINATION	60%	Week 12-13	A 2-hour final exam will be run during the exam week.	All Learning Outcomes (LO - 1 to 6)	Professional Knowledge and skills Problem Solving

4. Academic Policies

The academic policies and procedures for UBSS apply to this subject. Important policies you need to be aware of and abide by are listed below. These policies are in the UBSS website in the Policies & Procedures section.

4.1 Assessment & Examinations:

The UBSS *Examinations Policy & Guidelines* specifies the requirements for assessments and exams at UBSS. The assessments for this subject are set by the lecturer in accordance with this policy. In general, you are required to achieve a mark of 50/100 to pass the subject overall. Some subjects may require you to pass the final examination in order to pass the subject overall. This is advised in the assessment section above.

4.2 Plagiarism

Plagiarism and penalties for plagiarism are outlined in the *UBSS Academic Misconduct Policy* document. Penalties vary depending on whether a student is a first, second or third time offender. It is your responsibility to read this policy and ensure you understand what plagiarism is and what penalties apply. If in doubt, speak to your lecturer.

4.3 Copyright Regulations

According to Australian Copyright Act 1968 the following rules apply in case of copies:

- (a) In the case of a published work in hardcopy form that is not less than 10 pages and is not an artistic work, 10% of the number of pages, or one chapter, is a reasonable portion;
- (b) In the case of a published work in electronic form only, a reasonable portion is not more than, in the aggregate, 10% of the number of words in the work.

You are strongly advised that copying more than 10% of any textbook is a breach of the Copyright Act (Cth) and UBSS policy. Any copies of the text in breach of the Copyright Act (Cth) may be confiscated and you may be subject to disciplinary action for academic misconduct.

4.4 Submission of Assignments

Is covered in the UBSS *Policies and Procedures* document (*Assessment & Examination*). Grounds for extensions of assignments or absences from examinations are also covered in this policy.

All assignments must be submitted in soft copy on the Moodle learning system. You are strongly advised to submit your assignment to the Turnitin software package *before* you submit it to your lecturer to determine if any plagiarism is detected. If you need help to use this software, seek help from IT support on level 11.

Marked assignments should be returned to you within two weeks of submission. A separate document discussing assignments will be available on Moodle.

4.5 Attendance Requirements:

Attendance Requirements are outlined in the UBSS *Academic Progression & Intervention Policy* contained in the *UBSS Policies & Procedures Manual*. A class attendance rate of **80% or more is strongly recommended to ensure satisfactory academic progress.**

4.6 Grades

Grades awarded are outlined in the *UBSS Policies and Procedures Manual* that includes the marks to be attained for each grade.

High Distinction	(HD)	85% and above
Distinction	(D)	75 – 84%
Credit	(C)	65 – 74%
Pass	(P)	50 – 64%
Fail	(F)	Less than 49%

4.7 Complaints & Appeals

Students wishing to make a complaint or lodge a formal appeal are to follow the procedures in the *UBSS Grievance and Appeals (Academic) Policy*. The Course Coordinator can be contacted for advice.

4.8 E-library Materials

UBSS subscribes to a selection of e-library resources to support you in undertaking research required for your course. These e-resources are accessible from your MyGCA account (e-resources tab). UBSS students also have access to the UBSS Resource Centre on Level 2 to undertake private study.

4.9 Workplace Health & Safety (WHS)

Your safety at UBSS is our priority. Basic WHS information was provided to you at orientation and the orientation slides, updated each semester, are posted on MyGCA in the Policies & Procedures section. Please make sure you know the basics such as reporting an incident, what to do in an emergency, or fire, the location of First Aid Officers, etc. Ask Student Services if you need any clarification.

4.10 Evaluations

You will be asked to complete an evaluation of this subject at the end of the semester to provide feedback to the Lecturer and the Dean. Your responses are anonymous and are not identifiable. This feedback is used by the Dean to determine if there is any need for improvements to the subject or the courses offered at UBSS as part of the UBSS course review and improvement cycle.

Date Completed: 5 Jan 2021 F Stravens

Date Approved: 7 Jan 2021 F Stravens