

Course Information	
Course title	New Product Development and Marketing
Semester	110-1
Designated for	COLLEGE OF MANAGEMENT DEPARTMENT OF BUSINESS ADMINISTRATION
Instructor	Kuan-Chou Ko
Curriculum Number	MBA5036
Curriculum Identity Number	741 U9610
Class	
Credits	3.0
Full/Half Yr.	Half
Required/ Elective	Elective
Time	Thursday 2,3,4(9:10~12:10)
Remarks	Restriction: students of the College of Management (including students taking minor and dual degree program) AND Restriction: juniors and beyond The upper limit of the number of students: 30.
Course introduction video	
Table of Core Capabilities and Curriculum Planning	Table of Core Capabilities and Curriculum Planning

Course Syllabus

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Course Description	This course focuses on understanding knowledge in the field of new product development and innovation from a marketing perspective. It is designed to help you understand the important theories and conceptual frameworks for new product marketing, and learn tools and techniques that facilitate to prepare a logical and reliable marketing plan for new product.
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This course takes an applied approach and focuses on applying conceptual learning to cases and projects. It will be taught through a combination of interactive lectures, class discussions, interactive activities and seminars, case studies, and team projects. You will work both individually and in teams. Through these exercises you will learn practical tools, improve your analytical skills, and sharpen your strategic thinking skills needed for successful new product marketing.

Course Objective

- Thoroughly understand concepts related to the marketing planning for new product and new market
- Master strategic thinking and practical tools to analyze new product and innovation management issues from the marketing perspective

Course Requirement

Office Hours Appointment required.

References New Product Management. 12th. Ed., Crawford, M. and Benedetto, A.D., McGraw-Hill Education.

Designated reading

Grading	No.	Item	%	Explanations for the conditions
	1.	Final Term Project	20%	Group
	2.	Reading Presentation	10%	Group
	3.	Case Study 1	10%	Group
	4.	Case Study 2	10%	Group
	5.	Simulation Game	5%	Individual
	6.	Quiz	15%	Individual
	7.	In-class participation	30%	Individual

Progress

Week	Date	Topic
Week 1	9/23	Course Introduction
Week 2	9/30	Marketing Strategy and New Product
Week 3	10/07	Innovation Theory
Week 4	10/14	Opportunity Identification and Selection
Week 5	10/21	Concept Generation (1)
Week 6	10/28	Concept Generation (2)
Week 7	11/04	Case Study I: Babson College Case: Crowdfunding: A Tale of Two Campaigns
Week 8	11/11	New Product Adoption and Diffusion; Innovation Marketing Simulation: Crossing the Chasm

Week 9	11/18	Concept/Project Evaluation (I)
Week 10	11/25	Term Project Deep-Dive Brainstorming
Week 11	12/02	Concept/Project Evaluation (II)
Week 12	12/09	Concept/Project Evaluation (III)
Week 13	12/16	Case Study II: Harvard Business School Case: The Walt Disney Studios
Week 14	12/23	Platform Business
Week 15	12/30	Guest Speaker (TBD)
Week 16	01/06	Team Meetings
Week 17	01/13	Final Term-Project Presentation