

APPLICATION FOR NEW COURSE

1. Submitted by College of Business and Economics Date 1/31/07

Department/Division offering course School of Management

2. Proposed designation and Bulletin description of this course

a. Prefix and Number MKT 611 b. Title* New Product Development

*NOTE: If the title is longer than 24 characters (including spaces), write
A sensible title (not exceeding 24 characters) for use on transcripts _____

c. Lecture/Discussion hours per week 3 d. Laboratory hours per week _____

e. Studio hours per week _____ f. Credits 3

g. Course description

An examination of how firms manage the new product development or service process. Topics covered include ideation, screening; design and prototyping; product portfolio management, new product launch and product acceptance.

h. Prerequisites (if any)

DIS 651; ECO 610; MKT 600

i. May be repeated to a maximum of _____ (if applicable)

4. To be cross-listed as

_____ Prefix and Number _____ Signature, Chairman, cross-listing department

5. Effective Date Spring 2008 (semester and year)

6. Course to be offered Fall Spring Summer

7. Will the course be offered each year? Yes No
(Explain if not annually)

8. Why is this course needed?

This course will be a new required part of our Evening MBA program. Entrepreneurial skills that center on the development of new products and services is of increasing importance to management professionals.

9. a. By whom will the course be taught? Members of our Marketing Faculty in the School of Management

b. Are facilities for teaching the course now available? Yes No
If not, what plans have been made for providing them?

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10. What enrollment may be reasonably anticipated? 45

11. Will this course serve students in the Department primarily? Yes No

Will it be of service to a significant number of students outside the Department?
If so, explain. Yes No

This is a required course in the MBA program--a cross-disciplinary program in the Gatton College

Will the course serve as a University Studies Program course? Yes No

If yes, under what Area? _____

12. Check the category most applicable to this course

traditional; offered in corresponding departments elsewhere;

relatively new, now being widely established

not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? Yes No

14. Is this course part of a proposed new program:
If yes, which? Yes No

15. Will adding this course change the degree requirements in one or more programs? *
If yes, explain the change(s) below Yes No

Yes it will be a new required course in our MBA program.

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted. Check here if 100-200.

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. Check here if 400G-500.


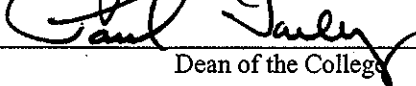
19. Within the Department, who should be contacted for further information about the proposed course?

Name Paul Jarley (pjar2@uky.edu) Phone Extension 7-7692

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.

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Signatures of Approval:


Department Chair

Dean of the College

2/19/07
Date
2/19/07
Date

Date of Notice to the Faculty

*Undergraduate Council

Date

*University Studies

Date

*Graduate Council

Date

*Academic Council for the Medical Center

Date

*Senate Council (Chair)

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

<p style="text-align: center;">MKT 611 New Product Development Evening MBA program</p>

COURSE DESCRIPTION:

Crucial to the success of any business is the service or product it sells. This course examines how firms manage the new product development or service process from ideation all the way through to new product acceptance. Key topics include: ideation, screening, estimating market demand, prototyping and beta testing, new product launch, and new product acceptance.

Learning Objectives:

More specifically, students will:

- Develop the skills necessary to successfully develop a new product and manage the new product development (NPD) process.
- Understand the NPD process in a competitive environment through the use of simulations.
- Become familiar with tools, techniques, and organizational structures that support NPD.
- Have an opportunity to become certified in NPD by passing the certification exam administered by the Product Development and Management Association

Instructional Methods:

The course involves a variety of instructional methods, including lecture and related discussion, workshops, student presentations, simulations, cases, and guest lectures.

Learning Materials:

Required Texts

Steven Wainwright. "Managing New Product and Process Development: Text and Cases. Free Press, **ISBN-10:** 0029055172

Simulation

Students will engage in a competitive simulation game that replicates the development and marketing of a new car at the Gatton Auto Show.

Class Attendance:

Class attendance is compulsory for all sessions, including guest lectures and lab work. A non-attendance without a proper excuse (see: <http://www.uky.edu/StudentAffairs/Code/part2.html>) will result in a zero score for that specific activity. If you have to miss a class, it is your responsibility to turn in any assignment due prior to the class and find out what was covered and assigned.

Course Grading:

New Product Development Process Audit	15%
Midterm Exam	30%
Final Exam	30%
Gatton Auto Show	25%

Course Topics:

Week	Topic
1	Overview of the NPD Process
2	Working in Cross Functional Teams
3	Product Strategy Market Size and Positioning
4	Project Evaluation Tools
5	Ideation
6	Screening
7	New Product Development Process Audits
8	Design & Prototype Issues
9	Midterm Exam
10	Product Portfolio Management
11	New Products and Competitive Rivalry
12	Product Launch
13	Product Acceptance
14	Gatton Auto Show
15	Product Failures