

**CURRICULUM PROPOSAL** (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

**Proposal Number:** 11-12-01

**School/Department/Program:** School of Business

**Preparer/Contact Person:** Edward D. Gailey / Robert Weaver

**Telephone Extension:** 4889 (Gailey)

**Date Originally Submitted:** \_\_\_\_\_

**Revision (Indicate date and label it  
Revision #1, #2, etc.):** \_\_\_\_\_

**Implementation Date Requested:** Fall 2012

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

**New Course: MKTG 3500–New Product Decisions**

This proposal adds to the curriculum an elective course focusing on new product decisions. This course will serve as an additional elective to business curriculum (primarily the marketing concentration). Also, it is beneficial to students pursuing careers in new product development and other related fields, as well as students preparing to enter MBA programs.

This proposal also includes changes to the required/elective status of four marketing courses. Appendix E (page 9) shows the changes to the Marketing Curriculum as they would appear in the catalog. The Marketing Curriculum is 18 hours and will remain 18 hours with this proposal. By the addition of this new course (an elective course), four of the current courses will become electives, thereby giving students the choice of four of five marketing electives.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

Total hours deleted. 0

- B. Addition of course(s) or credit(s) from program(s)

This course (MKTG 3500–New Product Decisions) will be added as an option to the Marketing Concentration Curriculum (p. 164, 2010-11 Catalog).

Total hours added. 3

- C. Provision for interchangeable use of course(s) with program(s)

N/A

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

N/A

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

N/A

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU, PC&TC, or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

Course Number: MKTG 3500

Course Title: New Product Decisions

Credit Hours: 3

Prerequisite: MKTG 2204, Principles of Marketing

Ownership: Fairmont State University

Status: Elective Course

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

See APPENDIX A

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

See APPENDIX B

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

For Outcome Competencies, see APPENDIX C.

For Methods of Assessment, see APPENDIX D.

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

See APPENDIX E for changes to the Marketing program

### III. RATIONALE FOR THE PROPOSAL.

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

This course has been offered twice as MKTG 3399–New Product Decisions with enrollment of 19 and 16 students.

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Marketing considers four fundamental elements (marketing 4Ps) from an organization's perspective; product, price, place (i.e., distribution), and promotion. We (FSU) currently have courses which focus

specifically on place and promotion. The proposed course focuses on marketing decisions and related organizational decisions that are made before and after a new product launch. Many of these decisions center on the product (specifically features, benefits, and value) and pricing strategies. This course helps to provide a more complete marketing curriculum.

The capstone course for the marketing curriculum is Marketing Management, which covers all elements of the marketing mix from a marketing management perspective, and this proposed course provides students the opportunity to choose between different areas of marketing. A major area of marketing is new product development (commonly referred to as NPD) and this course provides students insight into this important area of marketing activities in most businesses. This proposed course also provides an entrepreneurial component due the focus on evaluation market trends to identify new product opportunities. Furthermore, students have requested more electives in marketing. Existing faculty have the qualifications, expertise, and capabilities to teaching this course.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

<b>College/School</b>	<b>Dean</b>	<b>Signature</b>
<b>School of Business</b>	<b>Dr. Richard Harvey</b>	

- V. ADDITIONAL COMMENTS.

## APPENDIX A

### Course Description:

**MKTG 3500**  
**New Product Decisions**  
**Fairmont State University**  
**School of Business**  
**3 Credit Hours**

This course is designed to introduce students to the issues, strategies, and approaches related to developing, evaluating, and introducing new products (goods and services). Among the topics covered are; identifying and evaluating market opportunities, assessing the values of products to potential customers, forecasting market demand, and preparing new product launch strategies and plans.

## APPENDIX B

### Detailed Course Outline:

#### **New Product Decisions**

- I. New Products Process (Introduction)
  - A. Basic New Product Process
  - B. Concept Life Cycle
  - C. New Services Considerations
  - D. New Product Types
- II. Market Trends
  - A. Megatrends
  - B. Reality Checks / Limits
- III. Opportunity Identification & Selection
  - A. New Product Strategy Inputs
  - B. Product Innovation Charter
  - C. New Product's Strategic Fit
- IV. Preparation & Alternatives (New Products)
  - A. Management's Role in New Products
  - B. Encouraging Creativity
  - C. Concept Statement
  - D. Sources: Inside & Outside the Firm
- V. Finding & Solving Customers' Problems
  - A. Internal Concept Generation
  - B. Gathering the Problems
  - C. Solving the Problems
- VI. Analytical Attribute Approaches
  - A. Understanding Customers
  - B. Gap /Trade-off Analysis
  - C. Qualitative Techniques
  - D. Dimensional /Relationship Analysis
- VII. Concept Evaluation System
  - A. The Concept Evaluation Process
  - B. Cumulative Expenditures Curve
  - C. A-T-A-R Model
- VIII. Concept Testing
  - A. Product Innovation Charter
  - B. Market Analysis
  - C. Initial Reaction

- D. Concept Testing & Development
- IX. Sales Forecasting
  - A. Product Diffusion & the Bass Model
  - B. Causes of Forecasting Variance
  - C. Taking Corrective Action
- X. Product Protocol
  - A. Purposes
  - B. Contents
- XI. Design
  - A. Product Architecture
  - B. Prototyping
  - C. Continuous Improvement
- XII. Development Team Management
  - A. Structuring the Team
  - B. Managing the Team
  - C. Globally Dispersed Teams
- XIII. Product Use Testing
  - A. Knowledge Gained
  - B. Decisions in Product Use Testing
- XIV. Strategic Launch Planning
  - A. Strategic Givens & Goals
  - B. Target Market Decisions
  - C. Branding & Brand Management
  - D. Packaging
- XV. Implementation of the Strategic Plan
  - A. Launch Cycle
  - B. Launch Tactics
  - C. A-T-A-R Requirements
- XVI. Market Testing
  - A. Types
  - B. Methods
- XVII. Launch Management
  - A. Launch Management Process
  - B. Knowledge Collection & Retention
  - C. Product Failure
- XVIII. Public Policy Issues
  - A. Cycle of Concerns
  - B. Product Liability
  - C. Product Piracy
  - D. Sustainability Marketing

## APPENDIX C

### Outcome Competencies:

Upon successful completion of this course, students will be able to:

1. Explain key concepts related to identifying and evaluating market opportunities, assessing the values of products to potential customers, and forecasting market demand.

This course outcome supports program outcome 1: Upon successful completion of the BSBA program, students will be able to demonstrate a **foundation** of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

2. Analyze and interpret market data and information that is useful in making successful new product decisions.

This course outcome supports program outcome 2: Upon successful completion of the BSBA program, students will be able to use **critical thinking** to solve complex organizational problems.

3. Demonstrate knowledge of new product introduction considerations.

This course outcome supports program outcome 1: Upon successful completion of the BSBA program, students will be able to demonstrate a **foundation** of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

4. Prepare and present a new product launch plan.

This course outcome supports program outcome 3: Upon successful completion of the BSBA program, students will be able to **communicate** effectively using oral, written, and electronic documentation skills.

## APPENDIX D

### **Methods of Assessment:**

Assignments – Written assignments to evaluate student understanding of decisions required when introducing new products into markets. Examples of these assignments are appraising market trends for the purpose of identifying new product opportunities and estimating the value of new product features to potential customers. Often these assignments are discussed in groups and presented in class.

Exams – Two or three written exams to evaluate student understanding of the new product development process. A few of the major topics covered by these exams are key concepts related to identifying and evaluating market opportunities, assessing the values of products to potential customers, and forecasting market demand.

Product Launch Plan – Formal, written plan for a new product launch, six or more pages with appendices of a schedule of marketing activities and a forecast of expected units sales.

Presentation of Product Launch Plan – Each student makes a presentation to the class on their new product and launch plan.



## APPENDIX E

### Current Marketing Program; Catalog (p. 165)

#### BACHELOR OF SCIENCE IN BUSINESS

<b>ADMINISTRATION: MARKETING</b> .....	128 SEM. HRS.
Business Core.....	9 (45) SEM. HRS.
Marketing Curriculum (see below).....	18 SEM. HRS.
General Studies Requirements.....	44 SEM. HRS.
Free Electives.....	27 (21) SEM. HRS.

*Six (6) hours of the Business Core are duplicated in the General Studies Requirements, leaving 39 hours of Core classes.*

- Marketing Curriculum.....18 SEM. HRS.

MKTG 3340	MARKETING RESEARCH.....	3
MKTG 4450	MARKETING MANAGEMENT.....	3
MKTG 2205	SALESMANSHIP & SALES MANAGEMENT.....	3
MKTG 3305	SUPPLY CHAIN MANAGEMENT.....	3
MKTG 3310	CONSUMER BEHAVIOR.....	3
MKTG 3320	ADVERTISING AND SALES PROMOTION.....	3

### Proposed Marketing Program

#### BACHELOR OF SCIENCE IN BUSINESS

<b>ADMINISTRATION: MARKETING</b> .....	128 SEM. HRS.
Business Core.....	9 (45) SEM. HRS.
Marketing Curriculum (see below).....	18 SEM. HRS.
General Studies Requirements.....	44 SEM. HRS.
Free Electives.....	27 (21) SEM. HRS.

*Six (6) hours of the Business Core are duplicated in the General Studies Requirements, leaving 39 hours of Core classes.*

- Marketing Curriculum.....18 SEM. HRS.

#### *Required Courses (6 hrs.)*

MKTG 3340	MARKETING RESEARCH.....	3
MKTG 4450	MARKETING MANAGEMENT.....	3

#### *Electives (12 hrs.)*

*Select 12 hours from the following list:*

MKTG 2205	SALESMANSHIP & SALES MANAGEMENT.....	3
MKTG 3305	SUPPLY CHAIN MANAGEMENT.....	3
MKTG 3310	CONSUMER BEHAVIOR.....	3
MKTG 3320	ADVERTISING AND SALES PROMOTION.....	3
MKTG 3500	NEW PRODUCT DECISIONS.....	3