



**UPPER IOWA**  
— UNIVERSITY —

# COURSE SYLLABUS

---

## MKT 414 – WA New Product Development

### Self-Paced Course - Web Based Format Option

Session begins on the 1<sup>st</sup> day of enrollment month and ends on the last day of the 6<sup>th</sup> month.

---

### Instructor Information

**Instructor Name:** Robin Argo

**Contact Information:** For questions, comments, or concerns please contact the Self-Paced Degree Program office:

Telephone: 563-425-5200 or 1-800-553-4150

E-mail: [selfpaced@uiu.edu](mailto:selfpaced@uiu.edu)

Address: Upper Iowa University, PO Box 1857, Fayette, IA 52142

---

### Course Description

**Semester Credits:** 3 semester credits

**Catalog Course Description:**

This course will take learners through each phase of new product development- Problem/Opportunity Analysis, Ideation/Concept Generation, Concept Evaluation, Market Testing and Market Launch.

**Prerequisite:** MKT 208

**Credit Hours:** As a requirement of HLC Accreditation, all UIU courses, regardless of meeting schedule or instructional mode, follow the Federal Credit Hour Definition. As such, each credit hour earned at UIU is equivalent to a minimum of 45 hours of student engagement.

For more information on how specific instructional modes meet this requirement, please see *UIU's Policy Guidelines for Instructional Time Expectations: [UIU Policies](#)*.

---

### Course Materials

It is the student's responsibility to make sure she/he has access to all required course materials by the start of the session.



## Required Textbooks

Title: New Products Management  
Author: Crawford and Di Benedetto  
ISBN: 9780078029042  
Edition/Copyright: 115h 15  
Publisher: Richard D. Irwin, Inc.

American Psychological Association. (2020). ***Publication Manual of the American Psychological Association*** (7<sup>th</sup> ed.). Washington, DC: American Psychological Association.  
ISBN- 13: 978-1-4338-3217-8

## Recommended Resources

UIU Writing Center-

**Phone-** 563-425-5854

Email: [writingcenter@uiu.edu](mailto:writingcenter@uiu.edu)

UIU Academic Success-

**Phone-** 563-425-5264

Email: [academicsuccess@uiu.edu](mailto:academicsuccess@uiu.edu)

## Ordering Textbooks

Purchase your textbook through the online university bookstore, [MBS Direct](#), or by phone at (800) 325-3252.

---

## Course Objectives

1. Outline each step of the new product development process.
2. Use concept generation techniques, in contact with the marketplace, to produce at least ten unique, viable product or service concept ideas.
3. Utilize concept evaluation techniques, in contact with the marketplace, to select the single most promising product concept.
4. Apply the Awareness-Trial-Availability-Repeat model to generate a legitimate forecast of sales and profitability for the product concept were it to be launched
5. Apply the Awareness-Trial-Availability-Repeat model to generate a legitimate forecast of sales and profitability for the product concept were it to be launched
6. Create a comprehensive launch strategy for the new product including rationale for each decision made.

---

## Course Requirements and Grading Criteria

### Course Requirements

1. Review the **entire** course syllabus before beginning the course. Be sure you understand the course procedures and objectives. Procedures do change, so please review **ALL** requirements and policies even if this is not your first course including, but



not limited to, administrative withdrawal. Your course status will be affected if policies are not followed.

2. Students who develop a regular time schedule and set goals for unit completion are most successful in completing courses within a specific timeframe.
3. The feedback you receive from the instructor of your work is **critical** to your success on subsequent lessons. These comments allow you to improve and modify the next units if necessary.
4. Assignments are submitted using uiuLearn. Please complete all assignments and modules in order.
5. If the information in your syllabus is not clear or if units are not graded within a reasonable period of time, please contact your instructor using uiuLearn's email tool, if that doesn't work contact the Self-Paced Program office. We would like the opportunity to address concerns, however, we may not know unless we hear from YOU!
6. ALWAYS keep a copy of your completed work when submitting it for grading.

---

## Course Requirement Descriptions and Expectations

### ***Personal Essay:***

**Instructions:** Write two paragraphs about your global mindset and how this concept will help you in the future.

### ***Case Study:***

**Instructions:** Read the case study and then answer questions 1-3 using information from the textbook and APA format. The case study should be 2 pages or more plus a title and reference page in APA format, written in double space with references and intext citations.

### ***Short Answer Report:***

**Instructions:** Write a 2-3 page paper using APA format answer the 4 discussion questions under the unit assignments listed. Be sure to use a title page and reference page and in text citations.

## **Grading Criteria**

Activity	Points
Journal/Personal Essay each unit 25 pts each x 8	200
Case Study 50 pts each unit x 8	400
Short Answer Report 50 pts each unit x 8	400
Total	1000



## Grading Scale

Letter Grade	Percent	Points
A	93-100%	930-1000
A-	90-92%	900-929
B+	87-89%	870-899
B	83-86%	830-869
B-	80-82%	800-829
C+	77-79%	770-799
C	73-76%	730-769
C-	70-72%	700-729
D+	67-69%	670-699
D	63-66%	630-669
D-	60-62%	600-629
F	0-59%	0-599

## Grades and Feedback

This syllabus contains all assignments necessary for completing your self-paced course. Submit your completed assignments via uiuLearn.

If you need academic assistance with the course, please feel free to contact the Self-Paced Degree Program office.

To protect the integrity of the final assessment/exam, you only receive your final grade on the exam; you do not receive any feedback on the answers to the exam questions. The answers to the questions on the exam are not shared with students. Please remember to stay academically honest.

## Turnitin

Turnitin is a tool for both teachers and students to ensure academic integrity by checking the originality of submitted papers to avoid issues of plagiarism and academic dishonesty. Students should be aware that Turnitin scans submitted work and compares it to ALL other sources on file.

## Incompletes

Students will be allowed to request an extension and receive an 'I' (incomplete grade) at the end of their original six-month enrollment period if:

- A minimum of one assignment has been received for grading per guidelines **AND**
- All course units and exams are not completed and submitted **OR**
- A course withdrawal has not been initiated.



**Note:** The fee for a self-paced extension is \$99 per course. The request for an extension must be submitted no earlier than one month before the end of the course and no later than a week before the end of the course.

### ***Incomplete grade details***

- When the extension is granted and an incomplete grade is issued, the student will receive a four-month enrollment period to complete the course.
- Students do not have the option to withdraw from a course after the initial six-month enrollment period.
- An 'I' grade posted to the student's official record will be replaced with a final letter grade; however, the incomplete will remain on the official transcript as a notation.
- If the course is not completed by the end of the incomplete period, the instructor will assign a final grade (A-F) based on work completed in relation to the total course requirements.
- If credit is not earned by the end of the extension period, students can reenroll and repeat the entire course for credit.

**Note:** Students are not reported as enrolled during the incomplete period and are not eligible for student loan deferment.

---

## **Course Schedule**

### **Unit 1**

<b>Week 1 Topic</b>	<b>The Strategic Elements of Product Development The New Products Process Opportunity Identification and Selection</b>
Reading	Read Chapter 1, 2 and 3
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

### **Unit 2**

<b>Week 2 Topic</b>	<b>Creativity and the Product Concept Finding and Solving Customer's problems</b>
Reading	Read Chapters 4 and 5
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

### **Unit 3**

<b>Week 3 Topic</b>	<b>Analytical Attribute Approaches: Introduction and Perceptual Mapping Analytical Attribute Approaches: Trade-off analysis and qualitative techniques</b>
Reading	Read Chapter 6 and 7
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

### **Unit 4**



<b>Week 4 Topic</b>	<b>The Concept Evaluation System Concept Testing The Full Screen</b>
Reading	Read Chapter 8, 9 and 10
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

#### Unit 5

<b>Week 5 Topic</b>	<b>Sales Forecasting and Financial Analysis Product Protocol</b>
Reading	Read 11 and 12
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

#### Unit 6

<b>Week 6 Topic</b>	<b>Design Development Team Management Product Use Testing</b>
Reading	Read Chapter 13, 14 and 15
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

#### Unit 7

<b>Week 7 Topic</b>	<b>Strategic Launch Planning Implementation of the Strategic Plan</b>
Reading	Read Chapter 16 and 17
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

#### Unit 8

<b>Week 8 Topic</b>	<b>Market Testing Launch Management</b>
Reading	Read Chapter 18 and 19
Assessment	Case Study, Journal/Personal Essay, and Short Answer Report

---

## Course Expectations

### Professional Writing and Speaking Guidelines

Communications in class and online should follow the Student Conduct and Discipline, Respect for the University Environment, and Code of Student Responsibility in the Student Handbook (pg. 20 and 21). Respect the opinions of others using appropriate language and communications.



---

## University Policies

### Withdrawal (W)

If a student decides to withdraw from a course before the end of an enrollment period, the student's charges, financial aid, tuition assistance, and/or veteran benefits could be affected. All students should consult with the Business Office and Financial Aid Office to understand the financial impact of withdrawing prior to initiating the withdrawal process.

Tuition adjustments are independent from academic and financial aid deadlines. Upon receiving a request for withdrawal, using the number of lessons submitted as compared to the total due, a refund of tuition is made according to the following guideline.

On or before the first day of the enrollment period\* 100%

After the first lesson through 10% of the enrollment period 90%

After the first 10% through the first 25% of the enrollment period 50%

After the first 25% of the enrollment period 0%

\*Enrollment is measured by the number of assignments to be submitted during a six-month period of time, as determined by the University, during which semester credits are earned toward graduation. The refund/repayments shall be calculated using the percentages noted above as determined using the number of assignments completed and the number of assignments yet to be submitted.

For example, if a student submitted 2 of 17 assignments, they completed 11.76% of the class assignments. The student would be refunded 50% of the tuition cost.

For students from Wisconsin, Maryland, Georgia, Oregon, or Arizona, state laws apply.

Students who withdraw from a course prior to submitting the first assignment, or who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99.

Course withdrawal may impact financial aid eligibility. A financial aid counselor is available to discuss this decision.

Upper Iowa University is required to use a pro rata schedule to determine the amount of Title IV aid the student has earned at the time of withdrawal. If financial aid funds have been released to the student because of a credit balance on the student's account at Upper Iowa University, the student may be required to repay some or all of the amount released to the student. This policy is subject to federal regulations. Contact the Financial Aid Office for details.

Withdrawing from a course in progress may result in significant student account charges. Consult with the Business Office before withdrawing. For more information on financial aid implications, go to [uiu.edu/financialaid](http://uiu.edu/financialaid).

### Administrative Withdrawal (AW)

A grade of AW (administrative withdrawal) is recorded for any course from which a student is administratively withdrawn. **At least one complete assignment/unit must be received and verified by the instructor within the first 60 days of the enrollment period or the student**



**will be administratively withdrawn from the course.** Students who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99. Non-Attendance (NA): Never attended grades are not applicable to the Self-Paced Degree Program.

## **Academic Accommodations**

It is the policy of Upper Iowa University to ensure equal access to educational and co-curricular activities to students with disabilities as mandated by the Americans with Disabilities Act Amendments Act (ADAAA) and Section 504 of the Rehabilitation Act of 1973. A student seeking accommodations should contact the Director of Disability Services (DDS) as early in the session as possible. In order to receive accommodations, students must disclose their disability to the DDS by completing a *Voluntary Disclosure Form*, as well as providing appropriate documentation. The *Voluntary Disclosure Form* is available in the DDS office or online at [Disability Services](#). Students will be given a *Request for Accommodations Contract* during their initial appointment with the DDS. **This appointment will be in person for Fayette campus students and over the phone for center, online, and self-paced students.** It is the student's responsibility to provide the instructors with a copy of the *Request for Accommodations Contract* (for Center or online students, these contracts are emailed out to instructors by the DDS for the student). Additionally, students should work cooperatively with their instructors throughout the session to make sure that appropriate accommodations are being made. You can contact the DDS at (563) 425-5949, [disabilityservices@uiu.edu](mailto:disabilityservices@uiu.edu), or stop by the office in the Student Center, Office of Student Life, Room 229.

## **Academic Misconduct Policy**

Cheating, academic dishonesty, and plagiarism constitute a violation of the offender's own integrity, as well as the integrity of the entire University; they will not be tolerated. Violators will receive sanctions based on the level of academic misconduct.

**Cheating** includes, but is not limited to:

- The use of unauthorized books notes or other sources in the giving or securing of help in an examination or other course assignments.
- The copying of other students' work or allowing others to copy your work. The submission of work that is not your own or allowing others to submit your work as theirs.
- The submission of the same work for two or more classes without the approval of instructors involved.

**Academic dishonesty** includes, but is not limited to:

- Sharing academic materials knowing they will be used inappropriately.
- Accessing another person's work without permission.
- Providing false or incomplete information on an academic document.
- Changing student records without approval.
- Obtaining and using texts or other materials intended for instructor use only.



**Plagiarism** includes, but is not limited to:

- The presentation of another's published or unpublished work as one's own.
- Taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source.
- Using charts, graphs, statistics or tables without proper citation.

### **Levels of Academic Misconduct and Sanctions**

The faculty member teaching the course has the primary responsibility for resolving allegations of academic dishonesty, though egregious violations will be resolved by the School administration, the Academic Misconduct Board, or some combination thereof. The final decision on the level of a violation rests with the Academic Misconduct Board. Options for resolving an alleged case of academic dishonesty range from dismissing the allegation with no negative sanction to being expelled from the university ([Academic Misconduct Policy: Table 1](#)). A negative sanction is defined as an action taken by the faculty member that affects the student's grade for the assignment or his or her cumulative grade for the course. Anytime academic misconduct is detected, the procedures outlined in [Academic Misconduct Policy: Table 1](#) should be followed. The incident will be maintained in a searchable database maintained by the Office of Academic Affairs.

---

## **Copyright Statement**

In recognition of the Copyright Law of the United States (Title 17, United States Code), Upper Iowa University reminds both faculty members and learners that a willful infringement of the law may result in disciplinary action. The University library has available materials discussing the "fair use" concept, along with criteria and guidelines for reproduction and use of copyrighted materials.

**This syllabus is subject to change.**

© 2020, Upper Iowa University