

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: <b>Tigi Mersha</b>	Phone: <b>x4965</b>
<b>DEPARTMENT / DIVISION:</b> <i>Management and Marketing</i>		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected): <b>2, 7, 20:</b> Reactivate and modify course <b>MKTG 770 Product and Brand Development and Management</b> UB/Towson MBA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: <b>2009</b>		

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b>	Non-Credit <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	Graduate <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
<b>X</b>	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
<b>X</b>	7. Course Description	NOP		ABCDEF
	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
<b>X</b>	20. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION</b> (check boxes of documents included)			
<b>X</b>	N. This Cover Sheet		Q. Full 5-page MHEC Proposal
<b>X</b>	O. Summary Proposal		R. Financial Tables (MHEC)
<b>X</b>	P. Course Definition Document		S. Contract
			T. Other

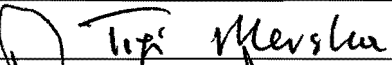

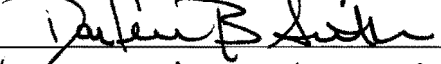

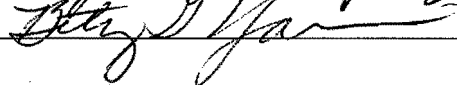
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

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<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
2, 7, 20 : Reactivate and modify course <b>MKTG 770 Product and Brand Development and Management</b> UB/Towson MBA

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council review (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

<b>Box 5: IMPACT REVIEW</b>	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

<b>Box 6: APPROVAL SEQUENCE</b>	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/12/09
B. Final faculty review body within each School	Chair: 	2/12/09
C. College Dean	Dean: 	2/12/09
D. Provost and Senior Vice President for Academic Affairs	Provost: 	2/26/09
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	3-11-09
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	<b>Contact Name:</b> Tigi Mersha	<b>Phone:</b> x4965
<b>DEPARTMENT / DIVISION:</b> <i>Merrick School of Business (MBA Specialization)</i>		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
2, 7, 20 : Reactivate and modify course <b>MKTG 770 Product and Brand Development and Management</b> UB/Towson MBA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: <b>2009</b>		

O-1: Briefly describe what is being requested:

Reactivate and modify the MBA course MKTG 770:

**MKTG 770: Product and Brand Development and Management (3)**

This course will serve as an elective in the existing MBA specialization in Marketing.

For new courses or changes in existing courses (needed by Registrar)		
<b>OLD Title:</b> Product Development and Management	<b>Course # / HEGIS Code:</b> MKTG 770	<b>Credits:</b> 3
<b>NEW Title:</b> <i>Product and Brand Development and Management</i>	<b>Course # / HEGIS Code:</b> MKTG 770	<b>Credits:</b> 3

O-2: Set forth the rationale for the proposal:

This course will serve as one of the electives that students may choose to take as part of the MBA specialization in Marketing.

Working together, the UB and Towson Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore this course, along with others, was developed to meet these needs. The Faculty believe that these courses will be better suited to providing students with the opportunity to develop necessary knowledge and skills.

This graduate course covers the theory and practice of product management using a textbook, readings, a project, and guest speakers (product managers from local companies.) It will provide students with the opportunity to study and prepare for careers in new product and brand management and serve as team leaders of new products. Product management introduced by Proctor and Gamble in the 1930's and entered business schools curricula in the 1960's. Several academic journals are devoted to the subject and a professional association (Product Development and Management Association) started in 1976. A "New Product Development Professional" certification program for practitioners is now over 20 years old, and has over 1000 professionals.

## **Master Course Document (Document P) MKTG 770 Product and Brand Development and Management**

1. Date Prepared: February 12, 2009
2. Prepared by: UB/Towson Marketing faculty
3. Department: Management and Marketing
4. Course Numbers: **MKTG 770**
5. Course Title: **Product and Brand Development and Management**
6. Credit Hours: 3
7. Prerequisites: MKTG 640
8. Course Purpose: Elective as part of the Marketing specialization in the MBA program
9. Rationale:

Working together, the Towson and UB Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore, several new courses were developed to meet these needs.

This graduate course covers the theory and practice of product management using a textbook, readings, a project, and guest speakers (product managers from local companies.) It will provide students with the opportunity to study and prepare for careers in new product and brand management and serve as team leaders of new products.

Product management introduced by Proctor and Gamble in the 1930's and entered business schools curricula in the 1960's. Several academic journals are devoted to the subject and a professional association (Product Development and Management Association) started in 1976. A "New Product Development Professional" certification program for practitioners is now over 20 years old, and has over 1000 professionals.

10. Catalog Description:

This course will focus on the firm's product and brand development and management strategies, with a special emphasis on innovative offerings. The influence of the social, legal and technological environment, as well as relationships with users and channel members, on the implementation of product and brand strategies are analyzed and discussed in depth. The course encourages applications of the learned concept to tangible and intangible products such as goods, services and ideas. Prerequisite: **MARKETING 640**

11. Suggested approximate class size: 30

12. Content Outline:

**Please see attached syllabus**

13. Learning Goals:

- Develop and apply product management strategies within industrial, consumer and service organizations

- Compare and analyze competitive brands' positioning and devise appropriate strategies for increasing brand equity.
- Analyze and apply the new product and brand development process, from idea generation through commercialization.
- Critically evaluate performance metrics used in brand, product, and service development and management.
- Integrate consumer behavior and marketing research concepts, trends, implications, and applications to product and brand development and management.
- Apply the concepts and analysis learned to project designed to develop and manage products and brands, by building on the marketing mix elements.

14. Assessment Strategies:

**Please see attached syllabus**

15. Text(s) and Materials (example: textbooks, calculator):  
Required Text:

**Please see attached syllabus**

16. Lab Fees: None

## SYLLABUS

### MKTG 770: PRODUCT AND BRAND DEVELOPMENT AND MANAGEMENT

#### A. Catalog Description

This course will focus on the firm's product and brand development and management strategies, with a special emphasis on *innovative* offerings. The influence of the social, legal and technological environment, as well as relationships with users and channel members, on the implementation of product and brand strategies are analyzed and discussed in depth. The course encourages applications of the learned concept to tangible and intangible products such as goods, services and ideas. Prerequisite: MARKETING 640

#### B. Objectives

By the conclusion of this course, the student will, through discussion, investigation, written project and application be able to:

1. Develop and apply product management strategies within industrial, consumer and service organizations.
2. Compare and analyze competitive brands' positioning and devise appropriate strategies for increasing brand equity.
3. Analyze and apply the new product and brand development process, from idea generation through commercialization
4. Critically evaluate performance metrics used in brand, product, and service development and management
5. Integrate consumer behavior and marketing research concepts, trends, implications, and applications to product and brand development and management
6. Apply the concepts and analysis learned to project designed to develop and manage products and brands, by building on the marketing mix elements.

#### C. Methodology

This course will combine group projects with guest speakers, class discussions and presentations by students with lectures in an effort to achieve the above goals and objectives. You will be expected to actively participate in class discussions. Needless to say, preparation and attendance is a must. Class discussion cannot be duplicated. Attending class discussions without reading the assigned material *in advance* produces marginal benefit at best. It also prevents your colleagues, other class members, from gaining the benefit of your opinions and insight

This course is a seminar. The instructor is your coach and mentor, not your lecturer. The class will; rely on the *Wall Street Journal*, daily newspapers, and software manuals, books, some lectures, and class discussion. Personal computer software in the School's laboratories will be used along with computer

demonstrations in class. With interest and time permitting, examples from current databases will be analyzed from a marketing point of view. You can use personal computers at other locations, if such are available to you. Purchasing or renting your own may be a productive alternative.

#### **D. Textbooks and Readings**

This course requires a text, a daily newspaper, and additional texts are recommended

##### **Required Text:**

1. Lehmann, Donald and Leon Winer (2007), **Product Management**, 4th edition, (New York, NY: Irwin)
2. The **Wall Street Journal** (comes with online access.)

##### **Required Background in Information Technology:**

Knowledge of Microsoft Office 2003 or 2007 or Open Office and particularly **Word, Excel**, or a similar electronic spreadsheet, are of value .

##### **Requisite chapters (Added Material from the Following Marketing Textbooks:)**

3. Crawford, Merle C. and Anthony DiBenedetto (2006), **New Product Management**, 8<sup>th</sup> Edition, (New York, NY: Irwin) Part 2: Concept Generation, Part 3: Pre-Technical Evaluation
4. Kevin Lane Keller ( ), **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, (Upper Saddle River, NJ: Pearson, 13<sup>th</sup> Edition).
5. Kotler, Philip and (2009), **Marketing Management**, (Upper Saddle River, NJ: Pearson, 13<sup>th</sup> Edition).
6. Moore, Geoffrey A (2000). **Living on the Fault Line**, (New York, NY: Harper Business)

The above represent only a portion of the reading assignments. Additional readings will be added to the Web-Forum. It will be assumed that you read the Wall Street Journal and a daily newspaper (Baltimore Sun or Washington Post or New York Times as a *minimum*. A weekly is also required. Every attempt will be made in class to relate concepts and discussions to outside events. (A reduced group rates to the Wall Street will be offered to the class.) Remember, these events form much of the raw material used in business studies. One or more of the following are to be used:

##### **6. General Weekly Magazines:**

*Business Week*  
*Fortune*  
*The Economist*  
*Advertising Age*

##### **Daily Newspapers:**

*New York Times*  
*Wall Street Journal*  
*Washington Post*  
*Baltimore Sun*

As a service to you, listed below are professional journals in the marketing area. As MBA students and Business executives you will be expected to keep abreast of developments in you field. It is therefore recommended that you periodically scan through, and read several of the journals in which marketing articles appear regularly:

##### **7. Professional Marketing and Management Literature**

*Journal of Marketing*  
*Harvard Business Review*  
*Journal of Marketing Research*

*Journal of Product Innovation Management*  
*Journal of Sales & Sales Management*  
*Michigan Business Review*

<i>California Management Review</i>	<i>Journal of Consumer Research</i>
<i>Marketing Science</i>	<i>Journal of Interactive Marketing</i>
<i>Business Review</i>	<i>Marketing Management</i>
<i>Journal of Advertising Research</i>	<i>Journal of Advertising</i>
<i>Industrial Marketing Management</i>	<i>Journal of Retailing</i>
<i>Journal of Consumer Affairs</i>	<i>Journal of Macro Marketing</i>
<i>Journal of Public Policy &amp; Marketing</i>	<i>Journal of the Academy of Marketing Science.</i>

Although none of the above are likely to appear on your final exams, familiarity with their contents as well as awareness of current events can be a real *differential advantage* in career and placement decisions. Time spent reading business journals will pay off handsomely! Since we are now part of UMS, you now have access and borrowing privileges to all the UMS libraries (!). Additionally, our own Langsdale library acquired a CD-ROM version of ABI/INFORM. Howard County Public Library has INFO-PAK, a CD-ROM based collection of several databases. You are expected to cover these resources when writing your term projects.

### **E. Grading and Evaluation**

Final course grades will be determined by: combining group (1+2) and individual (3) grades:

1. Three (3) Interim Reports (10% each)	30
2. Term Project: Outline (10%;) Paper (10%;) Analysis (10%;) Presentation (10%;)	40
3. WebTycho Forum contributions (Chapters from other Texts) and in-class participation	30
Total	100%

#### **1. Three Interim Reports:**

Reports will serve as checkpoints for assessing learning, readings and progress on the project. You will be expected to repeat the following three times this semester: **Note:** careful planning of the order and sequence of these reports can pay a handsome dividend when the final report is written.

- a. Read carefully two of chapters in your textbook (see recommended topics (in bold) in each box on the last page of this syllabus,) and the two or more articles, to be assigned, dealing with that topic.
- b. You next must apply the concepts to the industry in a brief report submitted as required below:
- c. Typed, double space, in clear dark type.
- d. Written in proper English, spell and grammar checked.
- e. Summarized in five (maximum) pages of text, but without limit on supporting materials organized into appendices.
- f. All appendix materials must be referred to in the first five pages.
- g. Submit hard copies on standard 8.5 X 11 inch, non-erasable, bond paper. (Keep copies!)

#### **2. A Term Project:**

A term project must be written and presented by each student (or students' team. Term projects should focus on a product/service area, faced by a division or group of our company. The project grade combines an outline, your written paper, and a formal presentation of the Project and the value of your analysis. Remember managers of the company will be present at our final presentation and will help read and comment. Each is of these steps is discussed below.

Your project report will be graded on four equal parts (@ 10% each):

- (A) A Comprehensive outline, due on the fifth week



- (B) A Presentation of your project, scheduled for the last two weeks.
- (C) The written report (due on the last class) and
- (D) The analyses and data in an appendix and its value.

Each is further explained in detail below:

*(A) A Comprehensive Outline (10%)*

You should plan your project carefully, and discuss it with me at length. A bibliography showing your library research, and on-line search of references, web sites trade associations and other electronic sources you will use.

*(B) The project presentation: (10%)*

Managers are often required to make oral presentations within and without their organizations. In order to develop these skills, you will be asked to present your project (mentioned in 4 above). Presentations will be limited to 30 minutes with about as much additional time devoted to a discussion of your project, spreadsheets and, supporting materials. You should try to use as many visual aids as possible, *never* read your written report, and be prepared to lead the class discussion. The criteria used to grade presentations include:

- a. Poise, attire, attitude, organization.
- b. Quality of presentation, visual aids and analysis.
- c. Completeness of description and supporting materials.
- d. Handling of class questions, completeness of answers. (i.e. student questions).
- e. Quality of project and the industry in which it takes place,

*(C) The written project: (10%)*

It is to be a complete marketing plan, describing an analysis of the industry, the company and the product/service. The more analytical the report, the better your grade! Stockbrokers, strategic planners, advertisers - all must be able to analyze a company and its industry. Your projects should integrate your library research (from secondary sources) with insights (from interviews) and analysis (using spreadsheets).

A good project will convince the reader that you learned how to write a marketing plan, by showing how well you understand the industry, company and product. You can accomplish this by conducting an analysis of the major (top 5) corporations, in the Baltimore / Washington, or the Mid-Atlantic market area. This should include, but not be limited to, market shares, profits, products, relative strengths (employees, strategies, sales and marketing strategy, distribution, etc.) a brief history of each. Most of you will accomplish this through the analysis section.

*(D) The Analysis (10%)*

The analysis portion should serve as the basis for your project. This will require you to use the data and analyze it, some with pre-prepared spreadsheets. You will be encouraged to use them as backup for your projects. You will be graded, separately, on the value and insights of your best, and most creative, two.

**3. Participation:**

You are expected to actively participate in class and heavily contribute to web-forum discussions. Quantity and (mostly) quality of contributions will be assessed. You are also expected to actively

partake in your team's project. Your contribution to the team will be graded. Needless to say, attendance is a must.

You are urged to offer ideas, ask questions and contribute to the class. Each of us has a unique background, experience and perspective. Your contributions will help make this class both valuable and enjoyable. With a Guest Corporation on board the entire Merrick School's reputation is at stake. Managers are often required to make oral presentations within and without their organizations. To further develop these skills, you will be required to make up to present your outline, (week 6); each interim report, the term project rehearsal, and the final term project.

All presentations will be limited to 10-15 minutes, and allow a class discussion. (Final presentations will be 25-30 minutes.) Supporting materials and visual aids are encouraged. **Never** read your notes, and be prepared to **lead** the class discussion. The criteria used to grade all presentations include:

- a. Your poise, attires, attitude and group organization.
- b. Quality of discussion and problem presentation.
- c. Completeness of solutions or parameters and supporting materials.
- d. Update of literature and the references dealing with the product's problem.
- e. Handling of class questions, completeness of answers.

#### **F. Tentative Topical Outline**

	DATE	MEETING TOPIC	Lehmann & Winer
January	25	Introduction Overview of Course Concepts & Definitions,	
February	1	New Products & Rejuvenation Strategy	Chapter 8 and 9
		<b>Ideas, Screening</b>	
February	8	(Business) Market & Strategic planning	Chapter 1, 2 <b>Product managers</b>
February	15	(In Library) <b>Category Attractiveness</b>	Chapter 3, 4 <b>Competition</b>
February	22	<b>Competitor Analysis</b>	Chapter 5 <b>Strategy</b>
March	1	<b>Outlines are due on the web. Teams meet</b>	<b>Market Demand</b>
March	8	<b>Spring Break</b>	/
March	15	<b>Customer &amp; Market Potential Analysis</b>	Chapter 6 <b>Sales Forecast</b>
March	22	<b>Spring Break</b>	
April	5	<b>Forecasting Market Potential</b>	Chapter 7 <b>(Paper 2) due</b>
April	12	<b>Pricing and Brand Equity &amp; Valuation</b>	Chapters 10 <b>Branding, &amp;</b>
April	19	<b>IMC Advertising and Promotion</b>	Chapter 11-12 <b>Mix Elements April</b>
April	26	Sales Promotion and Channel Decisions	Chapter 13, 14 <b>(4-P's)</b>
May	3	Service Quality & Financial Analysis	Chapter 15, 16 <b>(Paper 3) due</b>
May	10	Student Presentations & Course Summary	<b>Final Term Projects due</b>