

Advanced Marketing on Specific Topics: Entrepreneurial Marketing

Prof. Rosanna Garcia, North Carolina State University

Summer 2017

Objective

The course objective is to give students the necessary tools and concepts to think strategically and tactically about value creation through new product management. Upon completion of this course students should be able to:

- a) Analyze market opportunities and capture the voice of the customer
- b) Assess customer value for products/services
- c) Create effective product strategies that enhance customer value
- d) Effectively implement product management activities from a sustainability perspective

Department: IWM

Contact person: Dr. Sonja Gensler

Language: English

Credits/ECTS points: 6 CP (ECTS)

Degree: Master

Room: Heribert Meffert Bibliothek (Raum 110, Am Stadtgraben 13-15)

Application: Starting **February 17, 2017 at 09.00 a.m.**

Master students can enroll for the course.

The total number of participants is *restricted to 30*.

No formal application is necessary, the *first-come-first-serve* rule applies.

To enroll, please send an email to s.gensler@uni-muenster.de. All you need for the application is your *full name*, your *student number*, and *email address* (incomplete applications will not be considered). You will be notified about your admission status within 24 hours.

Application PAM: required, early registration (!)

Grading:	Concept Test Questionnaire (group work)	5%
	Concept Test (group work)	20%
	Montreaux Case (group work)	10%
	Final Exam (individual)	65%

REQUIRED READINGS

- Garcia, Rosanna (2014), "Creating and Marketing New Products and Services", Auerbach Publications (HBM M-a871).
- Material at: [Google Drive](#)
- Course Pack

COURSE SCHEDULE (MIGHT BE SUBJECT TO CHANGES)

Day	Date	Time	Module	Readings
Tuesday	April 18	09:00 - 12:00	New Product Ideation/Discovery	<ul style="list-style-type: none"> ▪ Garcia (2014), Chapter 1: The Proactive NPD Process ▪ Garcia, Chapter 3: Opportunity Identification & Idea Generation
Friday	April 21	09:00 - 12:00	Design Thinking	<ul style="list-style-type: none"> ▪ Brown, Design Thinking reading ▪ Designing for Growth, Liedtka & Ogilive, Chapters 2 & 4, skim Chapter 1 in Google Drive ▪ http://www.wsj.com/article_email/design-your-way-to-a-happier-life-1473446186-1MyQjAxMTA2NjEwMjAxMzI4Wj
Tuesday	April 25	09:00 - 12:00	Concept Test/Perceptual Maps/Positioning	<ul style="list-style-type: none"> ▪ Garcia, Chapter 5: The Concept Test ▪ Garcia, Chapter 6: Perceptual Maps
Friday	April 28	09:00 - 12:00	Data Analysis/Pricing/Project Coaching	<ul style="list-style-type: none"> ▪ Garcia: Chapter 5 (revisit) ▪ Dolan, When is Price Right? Reading in Google Drive ▪ <i>Deliverable by 9:00: Concept Test Questionnaire for Review (5% of grade)</i>
Tuesday	May 2	09:00 - 12:00	Forecasting/Case Analysis: Montreaux Chocolate	<ul style="list-style-type: none"> ▪ Garcia, Chapter 7: Estimating Sales Potential ▪ Montreaux Chocolate Case Worksheets available in Google Drive ▪ <i>Deliverable by 18:00: Forecast Assignment</i>
Thursday	May 4	09:00 - 13:00	Sustainability in Innovation Project Coaching (1hr)	<ul style="list-style-type: none"> ▪ Garcia, Chapter 12: Sustainability in Innovation ▪ <i>Deliverable by 9:00: Results of Concept Test for Review</i>
Friday	May 5	09:00 - 12:00	Project Presentations	<ul style="list-style-type: none"> ▪ <i>Deliverable by 9:00: ppt presentation of concept test</i>

Assignment 1
Concept Test

Questionnaire - due April 28, 2017 at 9:00 (5% of grade)

Bring your concept test survey to class for review before sending it out to potential customers. For full credit, it must be ready for distribution (although it will likely get revised during class).

Presentation of results - due May 5, 2017 at 9:00 (20% of grade)

Based on the results from your concept test, create a presentation that provides information on whether your 'company' should move forward with the new product, revise it, or scrap the idea entirely. Support your decision with the following data:

1. Overall findings from concept test
2. ATAR forecast from concept test
3. Perceptual map based on findings from concept test
4. Positioning statement based on findings from concept test
5. How sustainability measures could be taken into consideration in the product design
6. Recommendation about next stage for product

Each presentation will be 15 minutes max with no more than 12 slides. Each student in the group is expected to present in order to receive full credit.

Assignment 2
Case: Montreaux

Be ready to discuss in class (May 2, 2017)

- What key challenges and marketing issues does Montreaux face at this time?
- What product should they introduce to the market?
- What brand should the company use?
- What key ingredients should the company emphasize on the packaging?

Due May 2, 2017 at 18:00 – Written assignment (10% of grade):

Answer the following question: Based on the forecast you conducted, can Montreaux achieve their goals for 2015? There are two parts to this assignment

Part 1: Using the Montreaux Spreadsheet and the data from the case, complete a forecast for the proposed new chocolates. Consider the following sensitivity analyses:

- Low Awareness-High ACV-average product
- Low Awareness-Low ACV-mediocre product
- High Awareness-High ACV-superior product

Mention all assumptions you have made! Include your worksheet in your submission (embed it within the word doc). Be sure to include both revenue and profit calculations.

Part 2: Write a 1-page summary of your analysis. Explain (1) based on the forecast you conducted, whether Montreaux will achieve their goals for 2015 and (2) your decision whether Montreaux should launch the chocolates now or wait to gather more data. Clarify if their goals are met, and what they need to do if they are not met; use your forecast analyses to support your conclusions.

About Rosanna Garcia



Prof. Dr. Rosanna Garcia is Associate Professor of Marketing at North Carolina where she is a Chancellor's Faculty of Excellence in Innovation+ Design and Faculty Director of the Business Sustainability Collaborative. Her role within the Innovation+Design Cluster is to develop curriculum and student-focused programs that help develop and launch technologies germinating from student ideas and faculty research, especially those around environmental sustainability. As an expert in the diffusion of innovations, Dr. Garcia's research has focused on how to introduce 'resistant' innovations to a reluctant marketplace. Her recent research and teaching centers on sustainable innovations and the role of trust in collaborative consumption communities. Dr. Garcia's teaching focuses on entrepreneurial marketing and new product launch. She is author of the textbook, *Creating and Marketing New Products & Services*. She is also the co-founder and CEO of Vijilent, a data analytics company that serves the legal industry. She holds three U.S. patents for new products.

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