

Case Studies: Launching New Products and Services
(Spring Semester 2010, 2 credits)

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Course Outline

This course is designed to provide students with an introduction to the new product launch process through case studies of American companies. We will discuss 4 cases focusing on key aspects of the launch process, including product strategy, pricing strategy, distribution strategy, and communication strategy. The selected cases include one internet retailing firms, two service firms, and two well-known products.

Course Procedure

The course will be a combination of lectures and case discussion. On each day we will discuss one case. On the second and third day we will discuss three cases in total. On the last day we will discuss one case and have the final exam. Students are expected to carefully read the cases before class, answer the discussion questions, and be prepared to discuss their answers in class.

Grading

Class participation 50%

Final exam 50%

Your homework assignments will be counted as part of your class participation grade.

Preparation Before the Course Begins

Because this course is very concentrated, it is necessary to complete some of the homework assignments before class begins.

- It is very important to read the four cases before our course begins.
- In addition, there will be four additional preparatory assignments. Each of these assignments will ask you to pick a product that you are familiar and analyze that product. We will discuss your analyses in class. These homework assignments are due July 11, 2010.

Class Schedule

Dates	Sessions	Topics
8/02 (Mon)	10:40-17:50 (4 sessions)	Jeff Bezos and Amazon.com
8/03 (Tue)	10:40-17:50 (4 sessions)	The Launch of Pampers Rash Guard
8/04 (Wed)	10:40-17:50 (4 sessions)	Discover Brokerage, McDonald's and the Arch Deluxe,
8/05 (Thu)	2:40-17:50 (1 session + exam)	McDonald's and the Arch Deluxe (cont.) Final Exam