



## Course Syllabus

MAR 4836 - 2790

## Concept and Product Development Fall Term 2023-2024 (0625)

### Welcome

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Welcome to the exciting world of concept and product development!

Do innovative product ideas **electrify** you? Does the prospect of solving customers' problems **elate** you? If so, you're going to **love** this course!

In this course, you will develop a real concept, product, or service with an eye towards bringing it to market.

### Instructor Contact Information

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July Llanes-Bonilla

#### Email

Use MyCourses when communicating with me for this course!

**Phone:** Calls will be conducted through Scheduled Zoom

#### Office and Online Chat Hours:

By Appointment Only

#### Office Location:

Remote Location

#### Instructor Web Page:

<https://web.spcollege.edu/instructors/id/llanesbonilla>

### Departmental Contact Information

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Emmanuel Hernandez-Agosto

**Title:** College of Business Dean

**Email:** [hernandez.emmanuel@spcollege.edu](mailto:hernandez.emmanuel@spcollege.edu)

**Phone Number:** 727-712-5407

**Appointment Information:** Call or Email contacts above to schedule an appointment

## **Course Information**

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**Prerequisite(s):** Prerequisites: Admission to MGTORG-BAS or SUSMGT-BAS

**Credit Hours:** 3

**Modality:** Online

**Course Description:** This course will illustrate the numerous aspects involved with establishing bona-fide product concepts for newly established entrepreneurs. Included will be an in-depth review of how micro- and macro-econometric modeling and predictive marketing research models are created and used in consumer and business-to-business markets. Specific areas of focus include problem-solution relationships, innovation, idea generation, concept transition, test marketing, commercialization and branding.

## **Course Objectives**

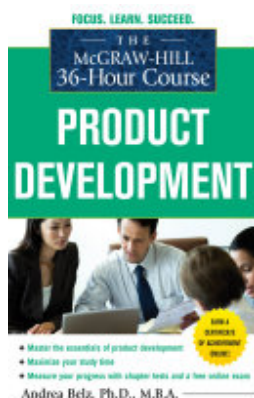
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1. The student will evaluate methods for identifying market needs and assessing demand by:
  - a. researching the use of econometric models associated with predicting market demand.
  - b. researching the use of marketing research models associated with predicting market demand.
  - c. researching the use of financial models associated with predicting market demand.
  
2. The student will demonstrate an understanding of the process associated with new product development by:
  - a. researching the theory and application of innovation and market adoption.

- b. comparing and contrasting the pros and cons of standardization vs. customization in a tangible good-based and service-based marketplace.
  - c. conducting consumer and product research to validate a value-added market need.
3. The student will formulate a plan for introducing a product to a market by:
  - a. researching how to develop a new product from concept to reality.
  - b. evaluating the process associated with test-marketing, market introduction, commercialization and branding.
  - c. applying the steps involved in the product development process.
4. The student will formulate a plan for testing the success of a new product by:
  - a. evaluating how to establish financial and market-based metrics.
  - b. researching and developing a testing methodology for a given market, product or consumer.
  - c. assessing how to best interpret and articulate the research findings.

## Required Textbook and Other Resources

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### **The McGraw-Hill 36-Hour Course Product Development**

**ISBN:** 9780071743877

**Authors:** Andrea Belz

**Publisher:** McGraw-hill

**Publication Date:** 2010-12-01

# First Day Access (Digital Books) Program

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## What is First Day Access: Textbook Savings Program?

This course is participating in the First Day Access Program. You will be given access to the course materials through MyCourses. You will receive instant access to the required materials and save 20-50% or more off the retail price. **You have the option to opt out of the program within the first 10 days of class** if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate. **The opt-out date is 10 days from the first day of class.**

The materials that are accessed through MyCourses are **NOT** included in your tuition. **If you do not click on the button to opt-out, you agree to pay the discounted fee and SPC will bill your student account at the First Day price after the opt-out deadline passes- approximately 2 weeks after your class starts.** This will show as a bookstore charge. Please check your student account. If you have BLOC or are a 3rd Party vendor then the charges will be covered **\*exceptions do apply**, if you are self-pay, please make those payments to the business office.

## Refund Policy

If you drop a class within the drop deadline for your course, the refund policy will be the same as SPC's [drop w/refund policy](#). If you withdraw after the drop deadline ([see your schedule for dates](#)), then you will be responsible for those charges on your account (For example, if you receive a "W" you will not be eligible for a refund).

Should you choose to purchase the required materials out of pocket you **MUST** opt out to avoid being charged. If you do not opt out by the deadline, which is 10 days from the start of class, then you must request to be opted out and proof of purchase must be submitted to [tharrison@bncollege.com](mailto:tharrison@bncollege.com) to prevent First Day Fees being added to your account.

## Performance Assessment and Grading

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Graded Assignments: This course will consist of 12 Gradebook Assignments as follows:

Assignment Type		When	Points Each		Total Points

2 Tests		Weeks 4 & 8	25 points each		50
7 Discussion Posts		Weeks 1 - 8	From 6 to 12 points each		50
2 Course Project Assignments		Weeks 2 & 5	15 points each		30
1 Final Course Project		Week 7	50 points		50
Total	180				

All Graded Assignments are due weekly on Sunday at midnight; except for Week 8, which are due Tuesday of Week 8. No late assignments will be accepted. Grading is completed once per week.

If you want to calculate your running average, take the total points you've earned that have been graded divided by the total possible points that have been graded up to that point.

## Proctored Testing Information

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### Proctored Testing Requirement

This course requires one or more of your quizzes/exams in MyCourses to be virtually proctored. Proctoring will be conducted using an online proctoring service called Honorlock (HL). You DO NOT need to create an account or schedule an appointment. Your quizzes will be accessible on the dates your instructor has set to take them. To take an HL quiz, you will need the following: A computer, a working webcam/microphone, your ID, and a stable internet connection. Check out [Honorlock's Support for Test-Takers](#) to learn more or for technical assistance.

### Room Scan & ID Information

To uphold academic integrity and ensure a fair testing environment for all students, you will be asked to conduct a room scan and show a valid, official ID prior to beginning your

examination. Please be aware that this process involves your webcam recording and inspecting your physical testing environment. This includes the surface of your desk, any surrounding walls, and the area under your desk. By participating in this course and its assessments, you acknowledge and consent to these conditions.

Your official ID should include your name, photo, and signature for identity verification purposes. Acceptable forms of ID include a university ID, driver's license, passport, or other government-issued identification. No examination will be permitted to start without a proper ID check.

**Note:** If you are a **Dual Enrollment, Early College, Collegiate High, or Early Admissions** student, please contact your instructor for more information on Honorlock Testing.

### **What is my responsibility?**

For courses that utilize Honorlock, students are responsible for paying a proctoring fee (see options below). When starting your first assessment, a prompt will appear requesting payment. Choose the option that best matches your testing requirements for your course and enter your debit or credit card information. Be sure to give yourself some extra time when taking your first test to enter your credit or debit card information.

**Pay-Per-Course Option (\$9.95\*):** This option covers the cost for **ALL** proctored assessments in your course. **NOTE: This is the best value option if the course requires 3 or more proctored assessments. How many proctored assessments do I have? Contact your instructor or check the course content area of the syllabus.**

**Pay-Per-Exam Option (\$4.45\*):** This option covers the cost for ONE proctored assessment in your course.

\*Students will be required to pay sales tax based on their physical address.

[Contact Honorlock Support](#)

## Grading Scale

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A	90%+ of total points (162 - 180)
B	80% - 89% of total points (144 - 161)
C	70% - 79% of total points (126 - 143)
D	60% - 69% of total points (108 - 125)
F	less than 60% of total points (0 - 107)

## Course Attendance

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It is important that students log into their course during the first two weeks of class AND actively participate to insure they do not get dropped from the class.

Merely logging into your course during the first two weeks does NOT constitute participation. ACTIVE PARTICIPATION FOR THIS COURSE WILL BE TRACKED AND REPORTED BASED ON SUBMISSION OF ASSIGNMENTS ACCORDING TO THE DUE DATES SET IN THE COURSE. THIS IS NOT A SELF-PACED COURSE.

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class per SPC Policy.

Students classified as not meeting the criteria for active class participation at the 60% point will be administratively withdrawn with a “WF”. Students will be able to withdraw themselves at any time during the term. However, requests submitted after the 60% deadline will result in a “WF”.

**If some event interferes with submitting your course work, it is best to notify your instructor before assignments are due.**

**Late assignments may not be accepted if you fail to notify and confirm arrangements directly with your instructor.**

**Students who register after the session has begun will be responsible for any assignments or material already covered.**

## **Technology Requirements & Policy**

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View the [MyCourses Minimum Technology Requirements](#).

Minimum Technical Skills: Students should know how to navigate the course and use the course tools (email, discussion, gradebook, etc.). MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

### **Accessibility of Technology**

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Microsoft Accessibility](#)
- [Google \(YouTube\) Accessibility](#)
- [Panopto Accessibility](#)
- [Turnitin Accessibility](#)
- [Honorlock Accessibility](#)
- [Cengage Accessibility](#)
- [McGraw-Hill Accessibility](#)
- [Pearson Accessibility](#)

### **Privacy**



- [MyCourses \(Brightspace by Desire2Learn\) Privacy](#)
- [Microsoft Privacy](#)
- [YouTube Privacy](#)
- [Panopto Privacy](#)
- [Turnitin Privacy](#)
- [Honorlock Privacy](#) and [SPC's Honorlock Security and Privacy FAQ](#)
- [Cengage Privacy](#)
- [McGraw-Hill Privacy](#)
- [Pearson Privacy](#)

## Important Dates

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**Class Dates:** 09-OCT-2023 to 08-DEC-2023

**Drop Date:** 13-OCT-2023

**Withdrawal Date:** Please reference the Academic Calendar below

<https://www.spcollege.edu/academic-calendar>

## Learner Support and Other Student Resources

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Use the following links to view web sites on SPC's:

- [Free Tutoring](#)
- [Accessibility Services](#)
- [Academic Support](#)
- [On-Campus and Online Support](#)
- [Student Services](#)

Additional Resources:

- [Academic Calendar](#)

- [Learning Resources](#)
- [Career Services](#)
- [International Student Services](#)
- [Veterans Services](#)

## **Students' and Instructor's Expectations**

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It is important that all of your attention be focused on the content to be learned so when you are in class you shouldn't be using your computer, cell phone, and tablet for casual use, only academic purposes. Any use of these devices (including texting) for non-academic purposes draws your attention away from the course work and is therefore subject to disciplinary action. Whether you are taking a course online, blended, or in the classroom, you may be required to have discussions of class assignments and share papers and other class materials with instructors and classmates online. The learning management system, MyCourses, will be used for this purpose and you should complete the Introduction to MyCourses so that you are comfortable with the system and can complete your assignments. Whether you are in an online class or a physical classroom, certain behaviors are expected when you communicate with your peers and your instructors. You need to contribute to a positive learning/teaching environment, respecting the rights of others and their opportunity to learn. No one has the right to interfere with the teaching/learning process. Below are the traits of a successful student. These guidelines pertain whether your course is online or in the classroom. When communicating, you should always:

- Treat everyone with respect in every communication
- Use your professor's proper title: Dr. or Prof., or if you are in doubt use Mr. or Ms.
- Use clear and concise language
- Remember that college level communication should use correct grammar, whether written or spoken. Avoid slang.
- Use correct spelling and avoid texting abbreviations
- Avoid using the caps lock feature as it can be interpreted as yelling online
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and, even when spoken, your message might be misunderstood

- Be cautious with personal information (both yours and others')

### **Online Student Participation and Conduct Guidelines**

The practices of courtesy and respect that apply in the on-campus classroom also apply online. Any discriminatory, derogatory, or inappropriate comments are unacceptable and subject to the same disciplinary action applied in courses offered on campus.

#### **When you send an email to your instructor, department chair, dean, or classmates, you should:**

- Use a subject line that describes what you are writing about
- Avoid attachments unless you are sure your recipients can open them
- Be clear, concise, and courteous
- Sign your message with your name
- Use your SPC email account to ensure delivery. Sometime emails from non-SPC accounts are stopped by the spam filter and the recipient may not receive it.

Your faculty member will include in the syllabus expectations for response times on email.

#### **Recordings in the classroom:**

Students may record lecturers in class for personal use (such as studying or documenting complaints to the institution) without explicit permission. However, students may not record non-lecture portions of class (such as skills labs, student group work, individual student instruction, Q/A sessions, recording studio critiques, group/individual production and computer lab time, practicums/internships, or clinical/simulation rotations) or other students without explicit permission, and may not disrupt class in making such recordings (such as trying to use a device with a calculator or calculator app in a class that does not allow calculators, or blocking the view or aisles for others in the class). Having an approved ADA accommodation is considered explicit permission to record from the college.

Students making such recordings may not share recordings without explicit permission and are personally liable for unauthorized dissemination. If in doubt, please discuss with your professor before class.

**When posting to a discussion board, you should:**

- Write posts that are on-topic and within the scope of the course material
- Take your posts seriously; review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Read all messages in a thread before replying
- Avoid repeating someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions, even when they differ from your own
- Express any differing opinions in a respectful, non-critical way
- Not make personal or insulting remarks
- Be open-minded

The instructor has the **authority** to ask a disruptive student to leave a classroom or lab. The instructor may also delete posts or materials from an online or blended class and/or take disciplinary action if disruptive behavior continues. This ensures that all students in the class have an opportunity to learn.

**Academic Honesty Policies - Honor Code**

We expect you to be **honest** in all of your academic work. By enrolling at the College, you agree to obey all of the standards of **academic honesty** and **integrity** and you

should understand that failing to observe the rules may result in academic and disciplinary action, up to and including expulsion from the College. As members of the College community, you also have an ethical obligation to report violations of the SPC academic honesty policies you may witness. The academic honesty policy and procedures are available online:

- [Academic Honesty Policies, Honor Code](#)
- [Academic Integrity Policies and Procedures](#)

**These documents include details on what is meant by:**

- Cheating
- Bribery
- Misrepresentation
- Conspiracy
- Fabrication
- Collusion
- Duplicate submissions
- Academic misconduct
- Improper calculator, computer or online use

Some of your courses may include online material that is protected by copyright. This means that the work is available for you to use in your studies but you can't copy and share the materials ( copyright.gov). Please see [SPC's copyright information](#). It's your responsibility to be academically honest in all of your work.

## **How to Be a Successful Student**

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Attending class is vital to your success, particularly the first few days of class as you are introduced to the requirements and topics you will be covering. Therefore the college limits when you can add classes. Please [check our registration page](#) regarding when classes can be added.

You may drop a course through the [Drop with Refund](#) date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Showing up is the first step in ensuring your academic success. Active participation is the next step - whether you are in a classroom or taking classes online. Each of your faculty will give details in the syllabus about their attendance policies. If you are going to miss a session, or be offline for any reason, please let your instructor know in advance. If you don't attend during the first two weeks of a term you will automatically be withdrawn from the class and this can cause serious problems if you receive financial aid. In fact, if you withdraw prior to completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion.

## **Policy: Attendance/Participation/Withdrawal**

Students classified as "No Show" for both of the first two weeks will be "administratively" withdrawn from any class which they are not attending. It is the student's responsibility to know the attendance policy of the class in which they are enrolled.

The student's financial aid will be adjusted based on their updated enrollment status.

- Depending on the modality of the course, attendance may be online, LIVE Online, blended, or on-campus.
- For LIVE Online classes, attendance will be taken online during the normal class meeting time/days.
- Students who are feeling ill for any reason should communicate with their instructor regarding attending online instead of on-campus, and/or the responsibility of excused absences. Students are also responsible to discuss completing any missed work with the instructor.
- Students who are not actively participating in class as defined in an instructor's syllabus will be reported to the Administration during the week following the last date to withdraw with a "W" (as posted in the academic calendar on the college's web site).

- Students will be able to withdraw themselves at any time during the term. However, requests submitted after the last date to withdraw with a "W" (see academic calendar) will result in a "WF". Students and instructors will automatically receive an email notification through their SPC email address whenever a withdrawal occurs. Withdrawing after the "Last Date to Withdraw with a Grade of "W" can have serious consequences. If the student withdraws from a class after the deadline posted in the academic calendar, the student will receive a final grade of "WF", which has the same impact on the student's GPA as a final grade of "F." A "WF" grade also could impact the student's financial aid, requiring repayment of financial assistance. Students should consult with an academic advisor or financial assistance counselor prior to withdrawing from a class.
- Students who wish to withdraw completely from SPC are not able to totally withdraw from all classes through MySPC. A student must contact an Academic Advisor to totally withdraw.

## **Student Survey of Instruction**

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The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

## **Turnitin**

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The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the [Turnitin Usage Agreement](#) for full details. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the [Reviewing a TurnItIn/Originality Report](#) tutorial.

## **Safety and Security**

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We want to make sure that you are comfortable on campus and feel secure in your learning environment. The SPC campuses are very safe but you should be aware of your surroundings, just as you are anytime you are in a public space. In each classroom there is an Emergency Response Guide to help you during an emergency. It is also a good idea to be familiar with evacuation routes in buildings that you use frequently. **If you have an emergency, dial 911 immediately.** For information on campus safety and security policies, please call 727-791-2560. More information is also available on the [Campus Safety website](#).

The college website ([spcollege.edu](http://spcollege.edu)) is the best source of information in the event of an emergency. It's possible for something like a hurricane to disrupt classes on campus; if this happens there are plans on how to help you continue your education. You should be comfortable using MyCourses as the learning management system will be key in communicating with faculty about course materials and assignments. Make sure you complete the Introduction to MyCourses so that you are familiar with sending and receiving emails, participating in discussion posts, navigating through course materials, and submitting assignments. It is important to be able to use MyCourses for learning activities if your campus is closed.

Federal and state law requires a person designated as a "sexual predator or offender" to register with the Florida Department of Law Enforcement (FDLE). The FDLE is then required to notify the college if the person attends, or is employed, by a college or university. You can find out more information by calling the FDLE hotline (1-888-FL-PREDATOR) or by visiting [offender.fdle.state.fl.us/offender](http://offender.fdle.state.fl.us/offender). A list of sexual offenders or predators registered for classes at SPC is also available.

## **Titans Care (Student Assistance Program)**

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As an SPC student it's vital that you know Titans Care. You can access resources through [SPC's Student Assistance Program \(SAP\)](#), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

## **Student Concerns**

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St. Petersburg College wants to make sure that you are able to receive prompt and fair resolutions to any concerns that you might have. If you feel that you have had a bad experience with a college employee, or you have a concern about college facilities, please bring it to our attention. Begin by speaking directly to the person responsible for the department; direct conflict resolution is an important skill to develop and usually brings about the best results. If you aren't satisfied with the outcome, or are not comfortable approaching the person directly, you may submit the information using an online form: [web.spcollege.edu/survey/13002](http://web.spcollege.edu/survey/13002)

If you're not able to submit the form online yourself, feel free to ask a college employee to submit the form on your behalf.

## **SPC Vaccination Policy**

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SPC is concerned about the health and well-being of all students. We encourage all students to remain current on vaccinations as suggested by appropriate health authorities. SPC does not require vaccinations for general admissions to our degree or certificate programs, with some exceptions for specific programs.

## **Instructional Continuity During Emergencies**

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The St. Petersburg College website at [www.spcollege.edu](http://www.spcollege.edu) is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions,

cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period and is planning ways our operations can continue following such an emergency.

So, if a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the Instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses (possibly through duration of the course's regularly scheduled end date). We will finish this course in MyCourses, as directed by your Instructor online, and your Instructor will use all graded assignments to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

For all current updates on pandemic conditions or other events, please visit SPC Updates at <https://www.spcollege.edu/spc-updates>