



MRKT13014 *New Product Development and Branding*

Term 1 - 2018

Profile information current as at 19/08/2022 07:10 pm

All details in this unit profile for MRKT13014 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit aims to introduce theories and strategies of new product development and product management over its life cycle. In an increasingly competitive global market, the importance of developing and improving an existing or new product with a greater brand value is challenging. A new product development and its branding strategies require a substantial budget, time, institutional resources and collaboration. In this unit, you will learn the new product development processes, market appraisal and cost-benefit analysis of new product development and implementation. You will examine effective brand management processes and strategies to launch a new product. This unit will introduce a number of proven models and frameworks to analyse each of the stages of new product development processes, life cycle strategies, social challenges, brand equity models and brand strategies.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Pre-requisite: MRKT11029

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Case Study**

Weighting: 20%

2. **Practical Assessment**

Weighting: 40%

3. **Report**

Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Assess the social and business challenges of new product development, and the importance of socially innovative products/services in an organisation
2. Evaluate new product development processes, including product portfolio analysis, marketing planning models, cost-benefit analysis, and brand equity concepts
3. Critically examine the factors contributing to success and failure of new product development
4. Develop a new product development plan and branding strategies.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Case Study - 20%	•			•
2 - Practical Assessment - 40%	•	•	•	
3 - Report - 40%		•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving	•	•	•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•	•	•	•
5 - Team Work	•	•	•	•
6 - Information Technology Competence				
7 - Cross Cultural Competence	•	•	•	•
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Case Study - 20%	•	•	•	•	•		•	•		
2 - Practical Assessment - 40%	•	•	•	•	•		•	•		

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
3 - Report - 40%	•	•	•	•	•		•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Parves Sultan Unit Coordinator
p.sultan@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Key issues underlying new product development	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Overview of relevant policies and assessment tasks, and interactive discussion session.

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Design thinking and social innovation	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
New product development process	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Managing product lifecycle strategies	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session
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Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Product portfolio analysis	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session Case study on new product development and branding Due: Week 5 Friday (6 Apr 2018) 5:00 pm AEST

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Key concepts of brand management	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resource.	Interactive discussion session

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Co-branding, employer branding and B2B branding	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session Case study returns in week 7 (Friday), 5 PM

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Brand positioning and brand building	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session Evaluation of customer feedback for developing a new product/service concept Due: Week 8 Friday (4 May 2018) 5:00 pm AEST

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Brand marketing	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Measuring brand equity	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session Research presentation returns in week 10 (Friday), 5 PM

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing brands	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Contemporary thoughts on new product development and branding	The unit Moodle site includes brief chapter outline, PowerPoint slides, and reading resources.	Interactive discussion session, an overview of the unit and closing. A report on new product development and branding Due: Week 12 Friday (1 June 2018) 5:00 pm AEST

Assessment Tasks

1 Case study on new product development and branding

Assessment Type

Case Study

Task Description

Answer the questions from one of two case studies available in Moodle (available in week 2). The case study will address how a commercial or a social business firm overcome the challenges to develop an innovative product/service and formulate branding strategies.

Notes for your assessment task

- Your assessment task must be uploaded as a .doc or .docx file (word file) through an appropriate assessment submission link located on the unit Moodle site.
- Each question in a case should be answered in 200 words (maximum).
- The “Turnitin” plagiarism check must be within 20%. Any assessment with a ‘Turnitin’ score of more than 20% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the ‘Turnitin’ report, your task will be forwarded to an appropriate office/authority for necessary actions.
- Please familiarise yourself with the University’s assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.

Assessment Due Date

Week 5 Friday (6 Apr 2018) 5:00 pm AEST

Return Date to Students

Week 7 Friday (27 Apr 2018)

Weighting

20%

Assessment Criteria

- Title pages: include your name, student ID, names of the lecturer and tutor, course code and title, date of submission, a table of contents, and word count. 2 marks
- Structured discussion of questions: read the cases carefully and answer the questions. Please include relevant theories and concepts of the corresponding chapters to explain what, how, why questions in particular. Please use published research articles with citations to explain concepts and place arguments. At least one citation of a recently published journal article for each of the answers is a must. 14 marks
- Citation and reference styles, style, and formatting, grammar, and sentences. 4 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

.doc or .docx file only

Learning Outcomes Assessed

- Assess the social and business challenges of new product development, and the importance of socially innovative products/services in an organisation
- Develop a new product development plan and branding strategies.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

2 Evaluation of customer feedback for developing a new product/service concept

Assessment Type

Practical Assessment

Task Description

The aim of this assessment task is to provide you hands-on exercise for a new product/service idea development for the Australian market. Consider two competing brands, "Jetstar and Tigerair" and list the product features found on their Web pages and through customer reviews. As a product manager, you are required to study and demonstrate the findings through a PowerPoint presentation on (i) how customers and potential customers perceive the key features of two budget airline brands - Jetstar and Tigerair, and (ii) how Jetstar and Tigerair can redesign their product/service packages based on customer evaluation/perception.

You have to choose online and social media reviews for these two brands carefully, so you get enough reviews (data). In this task, you have to demonstrate at least 30 online and social media reviews and their analysis in a structured way (please see the marking criteria) and through a PowerPoint presentation.

Notes for your assessment task

- Prepare your PowerPoint presentation with 15 slides (maximum). You will have up to 15 minutes (maximum) to present your task.
- For face-to-face/metro-campus students: All in-class presentations should be completed between week 6 and week 8. Your local campus lecturer/tutor will schedule your presentation task in a timely manner. You will receive some brief feedback from your campus lecturer/tutor immediately after your presentation. Your campus lecturer/tutor is responsible for marking your assessment tasks; however, the marked tasks could be moderated by the unit coordinator. You will also need to

upload the task on the Moodle site by the end of week 8.

- For distance, online or flex students: You need to have a voiceover in your PowerPoint slides. For hints on how to convert a PowerPoint slide to a presentation with voiceover, please view the links below. Adding a voiceover to PowerPoint presentations in 5 easy steps:
<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>. You can also watch some YouTube videos. Please upload the task on the Moodle site by the end of week 8. Your unit coordinator will provide you with some brief feedback and mark your task.
- The “Turnitin” plagiarism check must be within 20%. Any assessment with a ‘Turnitin’ score of more than 20% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the ‘Turnitin’ report, your task will be forwarded to an appropriate office/authority for necessary actions.
- Please ensure that your presentation includes relevant concepts, theories, tools, and models discussed in the unit.
- Please familiarise yourself with the University’s assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.

Assessment Due Date

Week 8 Friday (4 May 2018) 5:00 pm AEST

Return Date to Students

Week 10 Friday (18 May 2018)

Weighting

40%

Assessment Criteria

- Title slide - (2 marks) - includes student’s names, ID number, unit code and name, campus, term and year, a title of the assessment task, and names of the unit coordinator, lecturer and tutor, and table of contents.
- Background - (12 marks) - includes an aim of this assessment, a brief *background* of the brands, current market position analysis, including sales and market share. A brief *outline* of market segmentation and target markets for both brands. Where appropriate, introduce and place relevant theories and marketing analytics tools, Porter’s competitive strategies, analysis of Ansoff’s product-market strategic options, importance-performance framework, and PLC theory in your presentation.
- Data Collection Method (secondary source) - (12 marks) - includes a brief *outline* about how you have collected 30 online and social media reviews with evidence (e.g. screenshot and APA style references with link, name and year etc.). This section should also include the mapping of how your selected reviews answer the assessment question, what sources you used, how you analyzed the data (online and social media reviews), and what other relevant secondary sources, including published research papers and theories you have used to analyze the dataset.
- Findings - (12 marks) - Critically examine factors contributing to success and

failure of new product development and branding, with particular attention to the airline industry and the suggested airline brands for this assessment task. Present your findings by using Importance-Performance framework (week 3 discussion), frequency table and graphs, where appropriate. The findings should also answer how customers and potential customers perceive products' features with reference to recently published theories and research findings. On the one hand, you have listed features of two budget Airlines' brands and on the other hand; you have customers' and potential customers' reviews for those features. Although these reviews are qualitative in nature, you can make frequency tables and figures and graphs based on the qualitative data. Your findings should clearly demonstrate how different customers' and potential customers' perceptions are about the features of those two budget airline-brands and how Jetstar and Tigerair can redesign their product/service packages based on customer evaluation/perception.

- Conclusion and references - (2 marks) - includes a summary of the presentation, and a list of at least 15 citations and references of some academic journals, textbooks, authentic Web sources.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

PowerPoint slides

Learning Outcomes Assessed

- Assess the social and business challenges of new product development, and the importance of socially innovative products/services in an organisation
- Evaluate new product development processes, including product portfolio analysis, marketing planning models, cost-benefit analysis, and brand equity concepts
- Critically examine the factors contributing to success and failure of new product development

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

3 A report on new product development and branding

Assessment Type

Report

Task Description

The assessments task-2 (practical assessment) and task-3 (report) are related. While the assessment task 2 is the presentation of your research findings, task 3 is the report based on your findings. Your report will address - (i) how customers and potential customers perceive the key features of two budget airline brands - Jetstar and Tigerair, (ii) how Jetstar and Tigerair can possibly come with two distinctive and competitive new product/service idea for the Australian market, and (iii) what brand management strategies can Jetstar and Tigerair adopt for the Australian market. Your PowerPoint

presentation and feedback will guide you to write this report in detail.

Notes for your assessment task

- The word limit of this individual report is 2000-2500 words between introduction and conclusion sections.
- The assessment must be uploaded as a .doc or .docx file (word file).
- The assessment task must be uploaded through an appropriate Moodle link by the end of week 12.
- It is expected that the report will be based on the concepts, theories, tools introduced in this unit with your own research findings. You are encouraged to include recent journal articles and relevant theories and research findings, where appropriate. Use of data and information from the Australian Bureau of Statistics, Austrade, relevant and authentic Web sites, textbooks etc. will enrich your report.
- You need to demonstrate innovative and effective new product/service concept and brand management strategies for Jetstar and Tigerair.
- The “Turnitin” plagiarism check must be within 20%. Any assessment with a ‘Turnitin’ score of more than 20% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the ‘Turnitin’ report, your task will be forwarded to an appropriate office/authority for necessary actions.
- You are strongly suggested to attend the lecture, tutorial, and discussion sessions. Please also follow the study resources available on the Moodle site and/or on the Web.
- Please cite and reference relevant data and information, where applicable. Your examiners expect authentic citations/references by using the APA referencing and citation styles.
- Where applicable, data related to BCG matrix, market share, product life cycle (PLC) etc. can be hypothetically developed. This is applicable if you do not find relevant data in various secondary sources. In these cases, simply write “source: assumed and prepared for this assignment task only”. Please remember that the data/information that is readily available on the Web or in other published resources cannot be 'assumed' for this assessment task.
- Please familiarise yourself with the University’s assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

Assessment Due Date

Week 12 Friday (1 June 2018) 5:00 pm AEST

Return Date to Students

Exam Week Friday (15 June 2018)

Weighting

40%

Assessment Criteria

- Cover page - (2 marks) - includes student's names, ID number, unit code and name, campus, term and year, a title of the assessment task, and names of the unit coordinator, lecturer and tutor, and table of contents.
- Background - (6 marks) - includes an aim of this assessment, a brief *background* of the brands, current market position analysis, including sales and market share. A brief description of market segmentation and target markets for both brands. Where appropriate, introduce and place relevant theories and marketing analytics tools, such as market share calculation, expected profitability calculation, Porter's competitive strategies, analysis of Ansoff's product-market strategic options, importance-performance framework, and PLC theory/strategy in your presentation.
- Data collection method (secondary source) - (6 marks) - includes a brief explanation of how you have collected 30 online and social media reviews with evidence (e.g. screenshot and APA style references with link, name and year etc.). This section should also include the mapping of how your selected reviews answer the assessment question, how you analyzed the data (online and social media reviews), and what other relevant secondary sources, including published research papers and theories you have used to analyze the dataset.
- Findings - (8 marks) - Present your findings by using Importance-Performance framework (week 4 discussion), frequency table and graphs, where appropriate, and explain. The findings should also answer how customers and potential customers perceive products' features with reference to recently published theories and research findings. On the one hand, you have listed features of two budget Airlines' brands and on the other hand; you have customers' and potential customers' reviews for those features. Although these reviews are qualitative in nature, you can make frequency tables and figures and graphs based on the qualitative data. Your findings should clearly demonstrate how different customers' and potential customers' perceptions are about the features of the two budget airline-brands are.
- New product/service concept development and brand management strategies - (15 marks) - This section will address how both brands can improve based on your customer and potential customer reviews and analysis, what some future opportunities are in terms of product/service concept development/innovation, and brand management, including brand equity, brand image, brand performance and brand promotion plan. The discussion section should also include relevant literature to address a concept, argument and confirm your research findings.
- Conclusion and references - (3 marks) - includes a summary of the presentation,

and a list of at least 15 citations and references of some academic journals, textbooks, authentic Web sources.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

.doc or .docx file only

Learning Outcomes Assessed

- Evaluate new product development processes, including product portfolio analysis, marketing planning models, cost-benefit analysis, and brand equity concepts
- Critically examine the factors contributing to success and failure of new product development
- Develop a new product development plan and branding strategies.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem