



# MRKT13014 *New Product Development and Branding*

## Term 3 - 2018

Profile information current as at 09/05/2024 11:25 am

All details in this unit profile for MRKT13014 have been officially approved by CQU University 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 3 - 2018

- Distance

### 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](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from "Have Your Say" survey

##### Feedback

Students felt that a specific textbook for this unit would be helpful.

##### Recommendation

This is relatively a new unit and includes some current topics, such as innovation, entrepreneurship, product/service development, strategies, and branding etc. Hence, multiple and updated study resources would benefit the students. A few recommended textbooks for the students are also placed in the unit profile now and the library has been requested to keep a few copies of each of those books for students.

## 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	•	•	•	•

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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%	•	•	•	•	•		•	•		
3 - Report - 40%	•	•	•	•	•		•	•		

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

Suggested books and journals:

- (1) Baker, M. and Hart, S. (2007) *Product Strategy and Management* (2nd Ed). Pearson: UK.
- (2) Chitale, A.K. and Gupta, R. (2016) *Product Policy and Brand Management: Text and Cases* (3rd Ed). Prentice-Hall: India.
- (3) Keller, K.L. (2013) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th Ed). Pearson: UK.
- (4) The Journal of Brand Management - various research papers
- (5) The Journal of Product and Brand Management - various research papers

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word

## 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](mailto:p.sultan@cqu.edu.au)

## Schedule

### Week 1 - 05 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Key issues underlying new product development	The key social and business challenges of new product development (NPD); the importance, context and examples of socially innovative products and services globally; the marketing concepts and Porter's competitive theories	Overview of relevant policies and assessment tasks, and interactive discussion session.

### Week 2 - 12 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
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## Design thinking and new product development

The design thinking process and the importance of social innovation in the present context; identification and creation of business opportunities for a new product/service development; co-creation/co-production in public and private sectors; comparative assessment of conventional and social business models for product/service development/innovation

### Week 3 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
New product development process	Definitions and the key issues of new product development processes; factors affecting successful product development; challenges of new product development process; the importance-performance framework and how it contributes to a new product development/innovation; new product launch cycle; mathematical modelling to estimate expected profit from a new product venture; and the Australian government's initiative to analyse product cost	

### Week 4 - 26 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing product lifecycle strategies	Definitions, characteristics, and classifications of products/services; analysing the product lifecycle stages, marketing considerations and relevant strategic implications of a new product lifecycle and consumer adoption processes; mathematical modelling to estimate lifecycle curve and finding a product's/service's current lifecycle stage, and the lifecycle extension strategies	

### Vacation Week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week	Vacation Week	Vacation Week  <b>Case study on new product development and branding</b> Due: Vacation Week Friday (7 Dec 2018) 11:55 pm AEST

### Week 5 - 10 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Product portfolio analysis	Critical issues of product portfolio design; balance and imbalance product portfolios; mathematical modelling to estimate product portfolio models, including BCG portfolio matrix, General Electric (GE) portfolio matrix, the McKinsey's matrix and the Arthur D. Little (ADL) model; strategic implications of the product portfolio models across product lifecycle (PLC) strategies, and Michael E. Porter's Competitive strategies	<b>Evaluation of customer feedback for developing a new product/service concept</b> Due: Week 5 Friday (14 Dec 2018) 11:55 pm AEST

**Week 6 - 17 Dec 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Key concepts of brand management	Definition and meaning of branding; why commercial firms, institutions and non-profit organizations consider branding their products and services; brand equity concepts; antecedents of brand equity; and the strategic brand management process	

**Week 7 - 31 Dec 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Co-branding, employer branding and B2B branding	Definitions and importance of co-branding and brand extension, B2B branding and employer branding; internal and external factors, and antecedents and consequences of branding a product/service; effects of employer branding; key considerations of B2B branding	

**Week 8 - 07 Jan 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Brand positioning and brand building	Definition of customer-based brand equity (CBBE) model; and sources and outcomes of CBBE; components of brand positioning; characteristics of a good brand; developing a better brand; brand mantra; factors to consider when building a strong brand; and brand value chain	

**Week 9 - 14 Jan 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Brand elements and marketing mix strategies to enhance brand equity	Types of brand elements; general criteria and key tactics of choosing brands' elements; key considerations of marketing mix elements to enhance brand equity; key tactical issues in evaluating different communication options; and the choice criteria evaluation in developing an integrated marketing communication program	

**Week 10 - 21 Jan 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Measuring brand equity	Models to estimate brand's return on marketing investment (ROMI); steps of implementing a brand equity management system, qualitative and quantitative research techniques to evaluate consumers' brand knowledge, brand awareness, image, responses, and relationships; the outcomes of brand equity, and its challenges	

**Week 11 - 28 Jan 2019**

Module/Topic	Chapter	Events and Submissions/Topic

## Managing brands

The key factors affecting manager's decision to consider building a global brand; advantages and disadvantages of standardizing a global brand; marketing strategies; key considerations of a global brand positioning; and unique characteristics and examples of the brand building in various developing markets

### Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
Contemporary thoughts in new product development and branding	Key studies on new product development and branding; managerial perspectives on crowdsourcing in the new product development process; how big data's 3Vs facilitate the new product development process; the role of online members in co-creating a brand; and antecedents and consequences of brand authenticity; and a review of the whole unit	<b>A report on new product development and branding</b> Due: Week 12 Friday (8 Feb 2019) 11:55 pm AEST

### Exam Week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

### Contact information for Dr Parves Sultan:

I encourage all students to contact me, either by email or telephone, with any personal questions or queries relating to the unit.

**Email:** [p.sultan@cqu.edu.au](mailto:p.sultan@cqu.edu.au)

**Telephone:** +61 (03) 9616 0630

I'm based on the Melbourne Campus and be found in the Business and Law staff room on level 4, room 08, 120 Spencer Street.

## Assessment Tasks

### 1 Case study on new product development and branding

#### Assessment Type

Case Study

#### Task Description

##### **The task**

This assessment task requires you to prepare a case for a new product or a service recently launched in Australia. You can also choose a new product for the business/organisation you currently work for or the business/organisation you want to work with.

The case will address the following criteria:

1. a description of why this new product/service is important to customers, society and/or organisation,
2. an explanation of the two most important social challenges and the two most important business challenges of the new product/service you identified, and
3. an explanation of the two most important strengths and the two most important limitations of the development stages of the new product/service you identified.

#### **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.

- The word limit for this assessment task is 1000 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**

Vacation Week Friday (7 Dec 2018) 11:55 pm AEST

### **Return Date to Students**

Week 7 Friday (4 Jan 2019)

### **Weighting**

20%

### **Assessment Criteria**

- Title page (2 marks): Include your name, student ID, names of the lecturer and tutor, course code and title, date of submission, a table of contents, executive summary, and word count.
- Identification of a new product/service, and a description of its importance to customers, society and organisation (5 marks).
- Identification and explanation of the two most important social challenges and the two most important business challenges that the new product/service is currently facing (5 marks).
- Identification and explanation of the two most important strengths and the two most important limitations of the development stages of the recently launched new product/service (5 marks).
- Citation and reference styles (APA - style) [note: you need to provide 10 scholarly sources of academic journal articles, textbooks, authentic Websites etc.], structure and format of the report, and grammar and sentences (3 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 task

The aim of this assessment task is to provide you with hands-on exercise for a new product/service idea development based on customers' online reviews. Consider two competing products/brands, for example, "Samsung Galaxy S9 Plus VS Apple iPhone XS", "Canon VS Nikon entry-level DSLRs", or "Garmin VS Fitbit smartwatches" or any products/brands that you want to work with for the assessment task 2. Note: the assessment task 2 and the assessment 3 are related. As an entry-level new product consultant, you need to develop and present the following tasks to your director:

1. list the product features and related feedback based on customer reviews available on various Websites (e.g. "productreview", "Facebook" etc.). Demonstrate 10 customer reviews for each competing product/brand X 2 competing products/brands = 20 customer reviews,
2. conduct a thematic data analysis procedure for the 20 customers' reviews and prepare two frequency tables for the identified themes and for two competing products/brands,
3. based on the frequency tables and the customers' feedback, prepare two "Importance-Performance frameworks" with its associated tables based on a five-point rating scale for two competing products/brands (see Week 3 discussion), and
4. develop and justify two new product/service concepts for two competing products/brands based on your analysis

### Notes for your assessment task

- Prepare your PowerPoint presentation in 15 slides (maximum). You will have 10 minutes (maximum) to present your task.
- 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 link. 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 YouTube videos. Please upload the assessment task by Friday of Week 5 (11.55 PM).
- For face-to-face/metro-campus students: Please upload the assessment task by Friday of Week 5 (11.55 PM). 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.
- 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 5 Friday (14 Dec 2018) 11:55 pm AEST

## Return Date to Students

Week 8 Friday (11 Jan 2019)

## Weighting

40%

## Assessment Criteria

- *Professionalism (2 marks)*: Demonstrates professional presentation, layout and style, including title slides and personal details, outline of the presentation, use of appropriate headings and subheadings, English expression and grammar, creativity, use and explanations of tables, charts, graphs; overall analytical and communication skills.
- *Background (5 marks)*: Includes an aim of this assessment task, a brief *background* of the identified and competing brands including current market position analysis, sales and market shares etc.
- *Data Collection Method (secondary source) (10 marks)*: Includes a brief outline of the sources of 20 customer reviews and at least two justifications of why the source(s) is relevant to this assessment task, data analysis procedure and justification of the data analysis techniques with relevant citations.
- *Findings (4X5=20 marks)*: Listed and demonstrated product features based on 20 customer reviews with their

sources for two competing products/brands; Conducted a thematic data analysis procedure for the 20 customers' reviews and prepared two frequency tables for the identified themes for two competing products/brands; Prepared two "Importance-Performance frameworks" with its associated tables based on a five-point rating scale and for two competing products/brands; and Formulated two new product/service concepts for two competing brands based on the analyses, and justified the two new product/service concepts.

- *Academic quality (3 marks):* Demonstrated breadth and quality of research by using a minimum of 10 relevant academic sources. Correctly used the APA in-text citation and referencing system to cite academic sources. Provided a brief conclusion of the presentation at the end.

### 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 task**

The assessments task-2 (practical assessment) and task-3 (report) are related. The assessment task 2 was the development and presentation of the two new product/service concepts for two competing brands based on customers' reviews.

The assessment task 3 (report) requires you to consider one of the two new product/service concepts you developed for task 2 and give a brand name and prepare the brand's promotional plan for its first-year entry in the global market. The promotional plan should include, among others, competitive strategies based on Porter's competitive theory/framework, importance-performance framework, BCG portfolio matrix analysis and product lifecycle theory/strategy analysis.

N.B.: You can use the importance-performance framework you developed for assessment task 2 and can develop hypothetical data/figure and construct a BCG portfolio matrix and a product lifecycle curve (PLC), and position the competing brands. Place your new concept brand, which is about to enter in the market, in that BCG matrix and on PLC to demonstrate your intended position and to formulate and analyse relevant strategies.

### Notes for your assessment task

- The word limit of this individual report is 2000 words (maximum) between the 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 and use 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 the innovative and effective development of a new product/service concept and brand management strategies.
- 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), importance-performance framework 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 (8 Feb 2019) 11:55 pm AEST

### Return Date to Students

### Weighting

40%

### Assessment Criteria

- Professionalism (2 marks): Professional report layout and style, including title page, executive summary, use of appropriate headings and subheadings, table of contents, tables of figures, English expression and grammar, creativity, use and explanations of tables, charts, graphs; overall analytical and communication skills.
- Executive summary (2 marks): Demonstrates the complete brand promotional plan’s findings and recommendations, including, but not limited to the promotional objectives, main strategies and key budget and time-related implications for management.
- Background (4 marks): Includes an aim of this assessment task, a brief justification of the new brand including current market position analysis against competitors' brands and their sales and market shares, customer feedback etc. Where appropriate, introduce and place relevant marketing analytics tools, such as market share calculation, expected profitability calculation etc. A brief description of the new brand's market segmentation and target markets, and the aim(s) of the new brand's promotional plan.
- Competitive strategy (4 concepts/theories/strategies X 5 = 20 marks): Following the aims/objective of the new brand's promotional plan, briefly explain the concepts of Porter's competitive theory/framework, Importance-Performance framework, BCG portfolio matrix and product lifecycle theory, and formulate relevant and consistent strategies. You can use hypothetical data/figure and task 2's findings to get further support.
- Brand promotion (10 marks): Determine the promotional objectives for the first-year entry of the new brand. Prepare a detail and consistent promotional plan with media and budget details and provide brief justifications for brand equity management strategies. The discussion should include relevant literature to address a concept, argument and confirm your arguments.
- Academic quality (2 marks): Demonstrated breadth and quality of research by using a minimum of 10 relevant academic sources. Correctly used the APA in-text citation and referencing system to cite academic sources. Provided a conclusion of the report at the end.

### 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