



# MRKT13014 *New Product Development and Branding*

## Term 1 - 2020

Profile information current as at 18/08/2022 02:02 am

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 Fundamentals of Marketing; MRKT19031 Consumer Behaviour; plus the completion of an additional 24 credit points. Bachelor of Hospitality Management students are exempt from enrolling into MRKT19031 Consumer Behaviour.

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 - 2020

- Brisbane
- Melbourne
- Online
- 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](#).

## 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**

Lecture slides need to be less complicated.

**Recommendation**

All lecture slides need to be reviewed to ensure the main points in each chapter are clearly conveyed to the student.

#### Feedback from Have Your Say survey

**Feedback**

Assessment requirements need to be made clearer for assessment 2 and 3 with exemplars provided.

**Recommendation**

It is recommended that step by step instructions are given to students to clarify the process they need to carry out to complete the assessment to a high standard.

## 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%	•	•	•	•				•		
3 - Report - 40%	•	•	•	•				•		

## Textbooks and Resources

### Textbooks

MRKT13014

#### Prescribed

##### **Strategic Brand Management, Global Edition**

Edition: 5th (2019)

Authors: Keller, K. L. & Swaminathan, V.

Pearson Education Ltd.

USA

ISBN: 9781292314990

Binding: eBook

#### Additional Textbook Information

The text is available in hard copy as well as an e-book. Copies are available for purchase at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

### 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

**Jan Lewis** Unit Coordinator

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**Saalem Sadeque** Unit Coordinator

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## Schedule

### Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Brands and brand management	Chapter 1	

### Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Brand elements	Chapter 4	

### Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Brand equity	Chapter 2	

### Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Brand resonance and the brand value chain Chapter 3

**Report on new product development and branding** Due: Week 4 Monday (30 Mar 2020) 5:00 pm AEST

**Week 5 - 06 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Designing marketing programs to build brand equity and new product development	Chapter 5 and 13 (pp. 468-472)	

**Vacation Week - 13 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 20 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Integrating marketing communications to build brand equity	Chapter 6	

**Week 7 - 27 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Branding in the digital era	Chapter 7	

**Week 8 - 04 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Developing a brand equity measurement and management system	Chapter 9	<b>Presentation based on evaluation of customer feedback for developing a new product/service concept</b> Due: Week 8 Monday (4 May 2020) 5:00 pm AEST

**Week 9 - 11 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Measuring sources of brand equity: capturing customer mind-set	Chapter 10	

**Week 10 - 18 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Measuring outcomes of brand equity: capturing market performance	Chapter 11	

**Week 11 - 25 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Managing brands over time	Chapter 14	

**Week 12 - 01 Jun 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Managing brands over geographic boundaries and market segments	Chapter 15	<b>Report on new product development and branding</b> Due: Week 12 Monday (1 June 2020) 5:00 pm AEST

**Review/Exam Week - 08 Jun 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 15 Jun 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Report on new product development and branding

#### Assessment Type

Case Study

#### Task Description

You have been employed as the new Marketing Manager for a company that wants to produce a new healthy breakfast cereal for the market. The company already makes high quality canned fruit and yoghurt.

The first step to look at is the current products already on the market (i.e. competitors). There are many brands of breakfast cereal on the Australian market.

1. From the cereals listed below by Sharpi (2020) as being the healthiest cereals in Australia, please choose any 3 for comparison for this assessment.

Uncle Toby's Vita Brits

Jordan's Low Sugar Granola

Sanitarium Wheetbix

Kelloggs Corn Flakes

Carman's Original Fruit Free Muesli

2. You are to write a report to the CEO of the new cereal company to serve as a focus for the development of the new breakfast product. Your report format is all in 1.5 line spacing, size 12 Times New Roman, with a word count of 2,000 words and uploaded via Moodle as a word document. The report should follow the following format:

- Title page with student name as per CQU enrolment, student number, campus, name of your tutor, Unit code and name, and word count. Please do not add a CQU logo as the logo is only for official CQU correspondence. This page starts as p. i

- Executive Summary – one page maximum, include all the main findings here for the CEO so he/she does not have to read the entire report – p. ii

- Table of contents – p. iii

- Introduction – starts at page 1 as heading 1. Word count starts at the first word in the introduction.

- Body of the research – use numbered headings and sub-headings (based on the questions below) to make it easier to read and mark.

- Conclusion – word count stops at the last word of the conclusion.

- References.

3. Once you have chosen your 3 cereals, research the chosen cereals, their ingredients, contents, and their price, per 100 grams or one serve or similar, so a comparison can be made between products.

You can make a table to show your combined results and tables do not add to the word count.

Remember to include the references of where you found the information as one of the lines in your table.

Verify your results with at least two websites to eliminate bias.

Highlight any discrepancies that you find.

4. Based on your findings, determine and justify the target market most likely to purchase each breakfast product.

Remember that the purchaser might be different from the actual consumer/user of the product and if so, please give both.

Justify what characteristics, as used in Figure 2-3 on page 78 of your text, will further segment your target market.

5. Based on your research, draw up a positioning graph for all 3 products chosen. The name for each axis will be determined by the most important elements you found in your research.

6. Are there any brand equity management implications for any of the products?

7. Is there a gap in the market your new product can fill?

Explain the gap and what elements/ingredients and so forth your product will contain that fills that gap.

8. Justify who will be in your target market/s or market segment/s.

9. Choose a name for your new cereal product and justify the choice of name.

10. Design a logo (with a maximum of 3 colours to cut printing costs),

explain why the logo colours were chosen, and

explain the significance of the logo for your product and

create a slogan for your new breakfast cereal.

11. How will you package your product based on the needs of your target market?

Will it be individual serves for an on the go breakfast or as a family box and why?

Hint: refer back to your target market segmentation.

12. Justify your new cereal product's Point Of Difference.

13. Based on your findings, would you recommend to the CEO that manufacturing of the new cereal product is justified?

What further steps should be undertaken before manufacturing is commenced?

This is a challenging assessment where you need to include a lot of information but with a limited word count. Therefore you need to edit your work to only include the important elements and delete extra information that does not answer

the questions asked, or is not concise in nature.

Reference: Sharpi, S. (2020). Healthiest Cereals In Australian Supermarkets (2020). Retrieved from: <https://28bysamwood.com/blog/eating-healthy/healthiest-cereals-australia/>

#### **Assessment Due Date**

Week 4 Monday (30 Mar 2020) 5:00 pm AEST  
Submission via Unit Moodle website

#### **Return Date to Students**

Week 6 Monday (20 Apr 2020)  
Students will receive an email when marks are released.

#### **Weighting**

20%

#### **Assessment Criteria**

Report format as stated: 2 marks  
Comparison of 3 current cereals from the ones stated: 3 marks  
Target market, consumer/user identified and characteristics justified: 4 marks  
Positioning graph: 1 mark  
Brand equity management implications: 1 mark  
Gap filler justification: 1 mark  
Target market and market segments justified: 2 marks  
Name, logo (design, colours, significance, and slogan), packaging, Point of Difference: 3 marks  
Recommendations and further steps: 2 marks  
References: 1 mark  
Total = 20 marks  
A more detailed rubric will be available in Moodle.

#### **Referencing Style**

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

#### **Submission**

Online

#### **Submission Instructions**

Submission via Unit Moodle website

#### **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
- Ethical practice

## 2 Presentation based on 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 with hands-on exercise for a new product/service idea development based on customers' online reviews. You can choose any two products/brands that you want to work with for both Assessments 2 and 3.

Consider two competing products/brands, for example, Samsung Galaxy Note 10+ versus Google Pixel 4 or Apple iPhone 11; Canon versus Nikon entry-level DSLRs; or Garmin versus Fitbit or Motorola or Samsung Galaxy or Apple smartwatches; Uber versus Ola.

Alternately, you might like to examine new hotels that started in 2019/2020 such as in Perth The Adnate versus the Ritz-Carlton; in the Whitsundays the reopening after repairs due to cyclone damage of Daydream Island versus



Intercontinental Hayman Island Resort; in Sydney the Sheraton on the Park versus Novotel Darling Square; in Melbourne Zagame's House versus Shadow Play by Peppers; in Brisbane Howard Smith Wharves versus the W Hotel Brisbane. Note: Assessment 2 and Assessment 3 are related so read Assessment 3 before deciding on your product/service. You should check your chosen products/services with your tutor before starting your research.

As an entry-level new product consultant, you need to develop and present the following report to your Marketing Director (your tutor):

1. Using 10 customer reviews for each competing product/brand, list the product features and related feedback based on 2 competing products/brands x 10 reviews = 20 customer reviews. Reviews may be available on various Websites (e.g. productreview.com.au, Facebook, Tripadvisor, Trivago, Amazon, Ebay and so forth).
2. Conduct a thematic data analysis procedure for the 20 customers' reviews (you decide on which themes are important to the customer) and prepare two frequency tables for the themes identified in Q1 for both competing products/brands;
3. Using the themes you have identified and the customers' feedback, prepare two "Importance-Performance frameworks" - one for each product/service. You will need to include the associated tables for each framework based on a five-point rating scale for the two competing products/brands (a Likert scale from 1= very poor to 5 = excellent). Important: please show all working out so that your calculations can be checked.
4. Develop and justify two new product/service concepts for the two competing products/brands based on your analysis.

Use the information gained above to prepare your PowerPoint presentation in a maximum of 15 slides. You will have 10 minutes (maximum) to present your findings in a face-to-face situation either in-class or via Zoom. Please ensure that your presentation includes relevant concepts, theories, tools, and models discussed in the unit. Please upload your PowerPoint slides via the Unit website in Moodle by the deadline.

For distance or **online students**: You will present in your Weekly Zoom session timeslot which is Tuesday night from 7 to 7:55PM AEST (Queensland time) at <https://cqu.zoom.us/j/5375880343> in Weeks 8 (5<sup>th</sup> May, 2020) to 9 (12<sup>th</sup> May, 2020).

For **face-to-face/metro-campus students**: All in-class presentations should be completed between weeks 8 and week 9. Your local campus lecturer/tutor will schedule your presentation time and date. 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.

If academic integrity is suspected to have been breached, your assessment will be forwarded to the 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 8 Monday (4 May 2020) 5:00 pm AEST  
Submission via Unit Moodle website

### **Return Date to Students**

Week 10 Monday (18 May 2020)  
Students will receive an email when the results are released.

### **Weighting**

40%

### **Assessment Criteria**

- 1) Professionalism (2 marks): Demonstrates professional presentation, layout and style, including title slide containing your personal details, an 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.
- 2) Background (5 marks): Includes the aim of this assessment task, a brief background of the identified and competing brands including current market position analysis, sales and market shares if possible etc.
- 3) Data Collection Method (secondary sources) (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.
- 4) Findings (4 x 5 marks = 20 marks):
  - a) Listed and demonstrated product features based on 20 customer reviews with their sources for two competing products/brands;
  - b) 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;
  - c) Prepared two "Importance-Performance frameworks" with its associated tables based on a five-point rating scale and for two competing products/brands showing all working out. Please place the frequency table and I-P framework for each product on the same slide;
  - d) Formulated two new product/service concepts for two competing brands based on the analyses and justified the two new product/service concepts.
- 5) Academic quality (3 marks):

- a) Provided a brief conclusion of the presentation at the end.
  - b) Demonstrated breadth and quality of research by using a minimum of 10 relevant academic sources.
  - c) Correctly used the APA in-text citation and referencing system to cite academic sources.
- The full rubric will be available in Moodle.

### Referencing Style

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

### Submission

Online

### Submission Instructions

Submission via Unit Moodle website

### 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
- Ethical practice

## 3 Report on new product development and branding

### Assessment Type

Report

### Task Description

Assessment 2 (practical assessment) and Assessment 3 (report) are related. Assessment 2 was the development and presentation of the two new product/service concepts for two competing brands based on customers' reviews. Assessment 3 (report) requires you to consider one of the two new product/service concepts you developed for Assessment 2 and prepare the brand's promotional plan for its first-year entry in the global market. The promotional plan should include:

- 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 2 and develop hypothetical data/figures and construct a BCG portfolio matrix and a product lifecycle curve (PLC), and position against the competing brands. Place your new concept brand, which is about to enter the market, in that BCG matrix and on PLC to demonstrate your intended position and to formulate and analyse relevant strategies.*

You need to demonstrate the innovative and effective development of a new product/service concept and brand management strategies.

Where applicable, data related to the BCG matrix, market share (if known), 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 assessment task only". It is expected that the report will be based on the concepts, theories, tools introduced in this unit and your own research findings. You are encouraged to include recent journal articles, published since 2013, 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 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 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 cite and reference relevant data and information, where applicable. Your examiners expect authentic citations/references using the APA referencing.

### Notes for your assessment task

The word limit of this individual report is 2500 words (maximum) between the start of the introduction and the end of

conclusion sections. The Executive Summary should be no more than 1 page in length. The assessment must be uploaded as a .doc or .docx file (word file). Use Times New Roman size 12 with a 1.5 line spacing. If academic integrity is suspected to have been breached, your assessment will be forwarded to the 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. If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

**Assessment Due Date**

Week 12 Monday (1 June 2020) 5:00 pm AEST

Submission via Unit Moodle website

**Return Date to Students**

Results will only be released after Certification of Grades and students will receive an email notifying them of the release.

**Weighting**

40%

**Assessment Criteria**

Professionalism (2 marks): Professional report layout and style, including title page, executive summary, table of contents, tables of figures, use of appropriate numbered headings and subheadings, use and explanations of tables, charts, graphs, English expression and grammar, creativity and, 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 the 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 (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 Assessment 2's findings to provide further support.

Brand promotion (10 marks): Determine the promotional objectives for the first-year entry of the new brand. Prepare a detailed 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, and confirm your arguments.

Academic quality (2 marks): Demonstrated breadth and quality of research by using a minimum of 15 relevant academic sources. Correctly used the APA in-text citation and referencing system to cite academic sources. Provide a conclusion of the report at the end.

**Referencing Style**

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

**Submission**

Online

**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
- 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