Marketing 671: Service/Product Innovation – Fall 2014
Syllabus will be modified throughout the semester – Check D2L regularly
Wednesday - 6:30-9:30 pm - COBE 137

Professor: Dr. Gary R. Schirr (gschirr@radford.edu)  
Office Phone: 540-831-6245  
Office: BE # 201  
Hours: M 1:45 – 3:15 pm  
Cell Phone: 540-808-6630 (email preferred)  
W 4-5:30 pm or by apt.

Welcome to Service/Product Innovation!

The great management theorist and scholar Peter Drucker said 60 years ago that “any business enterprise has two—and only two—basic functions: marketing and innovation.”

Current business leaders have caught up with Drucker: A recent IBM survey of CEOs showed that a majority cited “growth through new products and services” as their number one strategic objective.

The study of service/product innovation aims to provide students with an overview of leading innovation processes and skills and knowledge to help prepare them to be a part of an innovation team and eventually to manage for innovation.

Learning Objectives

Students who have successfully completed MKTG 671 Service/Product Innovation will be able to…
1. Identify and list:
   a. Models of Product/service Innovation and processes
   b. Techniques to enhance creativity and ideation.
   c. Research methods to uncover problems (questions), opportunities, needs, and benefits.
   d. Processes to evaluate ideas.
2. Evaluate:
   a. Alternative approaches to managing an innovative process.
   b. Innovativeness: incremental, innovative, radical, or disruptive.
   c. Level of innovation: product, platform, business model.
3. Create:
   a. An innovation using the principles of design thinking, open innovation, and lean startup.

Assessment - Remembering and understanding basic facts and principles (#1) will be evaluated in an exam as well as class discussion. Students’ ability to evaluate and create using key knowledge and skills (#2 and #3) will be demonstrated in group semester project and in class discussion and exercises.

Reading and materials

Innovation is a rapidly changing field with many questions and few answers. There is a lot of reading including books and articles. Purchased materials used in this course:

(1) PDMA Handbook of New Product Development
Hardcover: 504 pages
Publisher: Wiley; 3rd edition (December 26, 2012)
Language: English
ISBN-10: 0470648201

New class warning: Syllabus and schedule will certainly change during the semester!
Hardcover: 272 pages
Publisher: HarperBusiness (September 29, 2009)
Language: English
ISBN-10: 0061766089

(3) *Harvard Coursepack* [simulation and article dealing with “disruptive” innovation]
https://cb.hbsp.harvard.edu/cbmp/access/28761411

The purchase of two books, a simulation, and an article are required... but using Amazon (and Harvard) prices the total cost should be $90-119, less than the cost of the typical undergraduate textbook.

(4) The instructor will also provide articles for the class and presenting groups.

Websites: I hope you follow many websites and blogs. Suggested cites will be discussed in class

**Class platforms**

D2L
FB Group RUInnovative Communicate on projects, blogs etc.

**Assessment**

**Test:** There will be a single exam to test understanding of the principles discussed in class. Some of the exam will be in-class. There may be a take home portion.

**In-class exercises:** There will be a series of in-class exercises, both individual and group, including at least some of the Clayton Christensen simulation.

**Teaching:** Each group will lead class discussion for one evening.

**Participation:** The class is participation and discussion-oriented—*attendance and participation is an important part of the class grade*. Tardiness or absence during scheduled role plays will great impact the student’s grade for that presentation. **Missing four classes is grounds for failure.**

**Project:** Each group will innovate, applying techniques discussed in class. The groups have a wide range of alternatives including (1) creating an augmented reality product or service using Radford U technology, (2) Attacking a posted problem in “Open Ideo” or similar forum, or (3) Identifying a problem or opportunity identified by the group.

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Grading Summary

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<thead>
<tr>
<th>Points</th>
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<tbody>
<tr>
<td>Participation</td>
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<tr>
<td>Teaching</td>
</tr>
<tr>
<td>In-class Exercises (incl. simulation)</td>
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<tr>
<td>Test</td>
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<tr>
<td>Semester Project</td>
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**TOTAL POINTS** 500

<table>
<thead>
<tr>
<th>Final Grades</th>
<th>Total Points</th>
<th>Letters</th>
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<tr>
<td>450 -</td>
<td>A- or A</td>
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<tr>
<td>400 – 449</td>
<td>B-, B, B+</td>
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<tr>
<td>350 – 399</td>
<td>C-, C, C+</td>
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*Students in MKTG 671 are responsible to be: (1) aware of the Radford University honor code and to (2) strictly abide by it.*

If you are seeking **academic accommodations** under the Americans with Disabilities Act, you must register with the Disability Resource Office (DRO). Submit disability documentation to the DRO in the lower level of Tyler Hall Suites 54-69, by fax to 540-831-6525, or by email to dro@radford.edu. Once documentation is received and reviewed, a Disability Services Specialist (DSS) will contact you for an interview. You will be notified via RU email when your accommodation package is complete. Meet with each course professor, during his or her office hours, to discuss the accommodations and return signed documents to the DRO. For additional information and disability documentation guidelines, visit [www.radford.edu/dro](http://www.radford.edu/dro) or call 540-831-6350.

**Note:** Current copies of both the syllabus and schedule will be posted on D2L. Both, especially the schedule, are subject to revision throughout the semester.

**Version 1** August 25, 2014

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