

New Product Innovation Courses 2008

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Province	University	Course	Course Description	Topics	U/G or MBA	website
Ontario	Brock University	MKTG 4P94 New Product Development	Examination of process through which new products are designed, developed and commercialized. Integration of different functions including design, marketing, packaging and finance in the development of a successful new product.		Undergraduate fourth year course	http://www.brocku.ca/webcal/2006/undergrad/BUSI.html#MKTG_2P91
Quebec	McGill University Desautels Faculty of Management	MRKT 365 New Products	Marketing: New products will follow the new product introduction process from idea generation to post introduction. It will use ideas developed in marketing, production and policy. It will use cases and projects and will involve a real life new product project. In the average firm today, 40% of sales come from products not being sold five years ago. The ability of the firm to innovate is at the heart of long term success.		Undergraduate third year course	http://www.mcgill.ca/bcom/course-info/concentrations/mktg/
Quebec	McGill University Desautels Faculty of Management	MGPO 460 Managing Innovation	Management Policy: Firms face difficulties in developing new products. This course examines the new product development process to understand why problems occur and what managers can do.	(1)the creative synthesis of market and technology; (2)the coordination of functions; (3)and the strategic connection between the project and the strategy.	Undergraduate fourth year course	http://www.mcgill.ca/bcom/course-info/concentrations/strat-mgmt/
Ontario	Ryerson University Ted Rogers School of Management	MKT 730 The Management of New Products	The success of the firm depends to an important extent on effective innovation and product management. This course examines product management in depth, including practical methods of analysis, strategy formulation and implementation. The course content develops the skills and knowledge essential for managing and developing successful products.		Undergraduate course	http://www.ryerson.ca/calendar/2008-2009/pg2209.html
Ontario	Ryerson University Ted Rogers School of Management	MT8212 Innovation and Organization Theory	This course prepares students to manage in turbulent, high technology environments. Students are introduced to theories of innovation, and learn how various ways of organizing and managing people and work can foster or stifle innovation. Students will apply models of innovation and diffusion to analyze industry trends and identify and assess strategic options for individual firms operating in environments of rapid technological change.		MBA	http://www.ryerson.ca/graduate/programs/business_administration/mba.courses.html#Innovation
Ontario	Mcmaster University DeGroote School of Business	MBA M735 New Products Management	New products development is the key to corporate growth and even survival. This course is about the management of new products from idea through to product launch. The course has a strong practical and applied orientation. The course is based on an executive course delivered to companies, and the field project is a major component of the course.	(1) new products – critical success factors & the keys to new product success; the new product process – a game plan from designing the market launch plan; (2) a new product strategy for the business.idea to launch;(3) getting great new product ideas; (4) picking the winners -- project selection & portfolio management; designing the market launch plan; (5) a new product strategy for the business. market information and customer input;	MBA	http://www.degroote.mcmaster.ca/MBA/outlines/documents/M735.pdf
Ontario	Mcmaster University DeGroote School of Business	MBA P724 Innovation	Innovation underlies dynamic business advantage. It is the source of competitive advantage, and according to some schools of economic thought, it is the driving force of economic growth for both the firm and the global economy. This course examines critical issues in the management of the innovation process and of innovators in the business organization. It is a companion course to B730, the Strategic Management of Technology, which focuses on the strategic challenges in using new technology development and adoption to leverage competitive strategy.	(1) The rewards and challenges of innovation for the firm; (2) Innovation processes; (3) Innovation and knowledge management; (4)Managing innovators; (5) creating innovative organizations; (6) Change management: implementing innovation in the work place; (7) Innovation and teams; (8) and Leadership roles and the politics of innovation.	MBA	http://www.degroote.mcmaster.ca/MBA/outlines/documents/P724.pdf
Ontario	Mcmaster University DeGroote School of Business	COMMERCE 4MC3 NEW PRODUCT MARKETING	This course covers the management of new products from the idea stage through to product launch with a strong practical orientation. A field project is a major component of the course.		Undergraduate fourth year course	
Quebec	Concordia University John Molson School of Business	MARK 486 Product Strategy and Innovation	The focus of this course is the development of a dynamic and successful product strategy for the organization.	(1) product life cycle concepts; (2) the adoption and diffusion of innovations; (3) strategic product planning; (4) developing the service offering (5) and the process of innovating and launching new products and services	Undergraduate fourth year course	http://dbservice.concordia.ca/faculty/FMPro?-DB=courses.fp5&-Format=coursereults2.htm&course=mark486&-find
Quebec	Concordia University John Molson School of Business	MARK 486 Product Strategy and Innovation	The focus of this course is the development of a dynamic and successful product strategy for the organization.	(1) product life cycle concepts; (2) the adoption and diffusion of innovations; (3) strategic product planning; (4) developing the service offering (5) and the process of innovating and launching new products and services	Undergraduate fourth year course	http://dbservice.concordia.ca/faculty/FMPro?-DB=courses.fp5&-Format=coursereults2.htm&course=mark486&-find
Ontario	University of Windsor Odette School of Business	74-432. Product Planning for Marketing Management	An overall view of the product planning function (including the planning of services) in a company or institution	(1) the development and appraisal of product ideas; (2) optimal organization of the planning process; (3) product audits;(4) financial and legal aspects of product planning, and intra-organizational factors.	Undergraduate fourth year course	http://www.uwindsor.ca/units/registrar/calendars/undergraduate/cur.nsf/982f0e5f06b5c9a285256d6e006cff78/9b1b38e582b2b1ca85257364004a1d63!OpenDocument
Ontario	York University SchulichSchool of Business	MKTG 6440 3.00	This course is designed to answer the question "What do I need to know and do in order to develop a successful new product or service?" It will provide you with a firm understanding of the steps you need to follow in order to bring a new product or service successfully from an idea to a product that is ready to launch.		MBA	http://mba.schulich.yorku.ca/ssb-extra/mba.nsf/allwebdocuments/elective+courses#Marketing