

Marketing and Innovation in Renewable Materials, WSE 455/555

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Text: Strategic Marketing in the Global Forest Industries, 2003 Update, Heikki Juslin and Eric Hansen, 2003, Author's Academic Press, Corvallis, Oregon.

Various readings from T:\Teach\Classes\WSE455\2010

Credits: 4

Schedule: T,Th 3:00-4:50 Richardson Hall 243

Prerequisites: None

Course Objectives:

- Develop skills to describe essential elements of a strategic marketing plan and the interrelationships of the elements.
- Provide a working knowledge of marketing, innovation, and new product development (NPD) in the renewable materials industries as well as business trends, market segments, and participating companies.
- Develop skills for the application of basic marketing fundamentals to the marketing of renewable materials.
- Develop an understanding of new product development processes and the role of marketing in these processes.
- Develop written and oral communication skills.
- Develop problem-solving and decision making skills through the analysis of renewable materials marketing and innovation problems.

Students with Disabilities: Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.

Statement of Expectations for Student Conduct: <http://oregonstate.edu/admin/stucon/achon.htm>

Evaluation of Student Performance:

Midterm Exam #1	5%
Midterm Exam #2	10%
Final Exam	20%
Daily Quizzes	10%
Company Reports	10%
Topic Report	
Outline	5%
Draft	10%
Final	10%
Participation	20%
Total	100%

Letter grades will be assigned as follows:

A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
D-	60-62%
F	<60%

Classroom Etiquette: Participation is a large component of your grade. Accordingly, you need to come to class prepared to intelligently discuss the topic of the day. *If your cell phone rings during class, you owe everyone doughnuts during the subsequent class period.*

Course Summary: Marketing and innovation rely heavily on effective communication, so this course concentrates heavily on written and oral communication. The course will arm you with the skills necessary to apply basic concepts of marketing and innovation in the renewable materials industries. Application will be highlighted through examples and industry speakers relating coursework to the day-to-day work in renewable materials business. See learning objectives and daily schedule for detailed course content.

Exams: Exams will consist of essay questions and will cover all materials including the text, lectures, industry speakers, class discussions, etc. The final exam will be comprehensive. You must use good spelling and decent grammar. ***Graduate student exams will contain additional questions beyond that required of undergraduates and will be expected to provide more in-depth and synthesized answers.***

Quizzes: Daily quizzes are designed to assure that you come to class prepared. An innovative marketer is constantly aware of changes in the “external environment.” Accordingly, current events plus assigned readings are fair game for quizzes. You should sign up for Google Alerts using the topic “renewable materials”.

Company Reports: An in-depth look at a variety of companies will allow you to better understand the dynamics of the industry and the common strategies and innovation and marketing practices. Each of you

will randomly select two companies. An oral report on each will include the following aspects -

- company history (including mergers/acquisitions)
- major product lines
- corporate strategies
- marketing strategies and systems
- future plans

The oral report will be limited to 10 minutes and will be judged on content and presentation. Part of your participation grade will be tied to active interaction and asking questions of your colleagues. Please note: this is not a web only exercise. You should make it very clear how you have used the company annual report and/or other non-homepage materials. You MUST provide your presentation to me electronically by noon the day you present.

Topic Report: You will create a report on one of the topics below regarding its importance in the industry and relevance to marketing and marketing strategy. **Graduate students will be expected to develop a more sophisticated and academically reinforced report.** Topics are allocated on a first-come-first-served basis. Example topics include: market orientation, new product development, innovation management, corporate social responsibility, and green building.

Each student must interview at least two industry personnel to provide primary material for their report. The following outline follows the attached topic report rubric.

- Title
- Introduction
 - Background
 - Purpose
- Description of Issue (e.g., supply chain management)
- Integration of Issue in Strategic Marketing
- Future role of the Issue
- Literature Cited

Good grammar and proper spelling are critical. Please follow formatting directions of the *Forest Products Journal* - <http://www.forestprod.org/instruct.html>

Learning Objectives: (additional graduate objectives in bold)

Introduction (exam 1)

- Describe course requirements (i.e., you should read the syllabus)
- Describe the IMMP and Model of Information Environment
- Describe the relationship between these models and the textbook
- Explain how marketing has changed over time
- Define basic types of innovation
- Explain the difference between innovation and innovativeness
- **Analyze the intersection between marketing and innovation**

Globalization, Industry Issues & Trends (exam 1)

- Explain the concept of globalization and its impact on renewable materials
- Summarize major global industry issues & trends
- **Relate globalization trends to major changes occurring in industry**

Information in Marketing and Innovation Management (exam 1)

- Explain the importance and use of information in marketing
- List appropriate places to find market information
- Describe the role of a marketing analyst
- **Evaluate relevance and quality of market information**

Strategy: Corporate, Marketing & Innovation (exam 1)

- Explain the concept of strategy
- Distinguish between corporate and marketing strategies
- Define an SBU and an SBA
- Outline the major steps to corporate strategic planning
- Use various portfolio matrices in decision making
- Define a business model and know where the concept is applied in assessing an innovation
- Describe basic company structures and their impacts on innovation
- **Demonstrate the relationship between acquiring capabilities and opportunities for innovation**
- **Explain why as markets change, capabilities must evolve to keep pace**

Understanding Marketing and Innovation (exam 1)

- Explain the basic concept of marketing
- Explain the concept of environmental marketing and why it is important
- Understand logic of the Integrated Model of Marketing Planning
- Draw the IMMP, identify its components, explain interrelationships
- **Analyze why innovation is no longer optional, but a necessary activity in every competitive business**

Strategic Marketing (exam 1)

- Explain why strategic accounts are becoming more common and their importance in strategic planning
- Explain the concept of total product and its role in differentiation
- Draw the product differentiation spectrum and explain its logic
- Explain logical relationships among strategies, structures, and functions
- Explain a logical marketing strategy
- **Formulate a logical marketing strategy and compare it to Porter's approach**

Creating a Market Oriented and Innovative Organization (exam 2)

- Describe a learning organization
- Describe the role of networking in innovation processes
- Explain some of the personality traits of creative people
- Describe managerial methods for motivating and keeping a creative workforce
- **Construct a logical structure and climate scenario for an innovative organization**

CSR and Ethical Considerations (exam 2)

- Define corporate social responsibility
- Explain ethical considerations in marketing and new product development
- **Evaluate ethical considerations in marketing and new product development**

Management: Marketing and Innovation (exam 2)

- Define marketing management
- Define innovation management
- Describe the evolution in marketing relationships
- Define relationship marketing
- Outline the advantages of close relationships
- Describe supply chain management and its apparent advantages
- **Assess the role of metrics in successful innovation management**

The New Product Development Process (exam 2)

- Describe the stage-gate approach to new product development
- Understand the current situation for new product development in the renewable materials industries
- **Contrast NPD in the renewable materials industries to those with more active NPD**

New Product Development Strategies (exam 2)

- Describe reactive strategies (imitative, etc.)
- Describe research & development strategies
- Understand unique situation for small and medium size enterprises
- **Formulate a basic and logical new product development strategy**

Creating and Evaluating Ideas (final exam)

- Describe methods for collecting ideas from secondary sources
- Describe methods used for ideation
- Describe how to utilize user-based innovation
- Describe methods for evaluating product concepts
- Describe methods for obtaining and translating the voice of the customer
- **Produce a plan for stimulating and collecting innovative ideas**

Marketing Channels (final exam)

- Define a marketing channel
- Describe the various flows that take place in a marketing channel
- Distinguish between channel members that take title to goods versus those that do not
- Explain why disintermediation is an important trend in the industry
- **Analyze the evolution in channel dynamics and the impact on innovation in the industry**

Communication: Internal and External (final exam)

- Draw a basic model of communication including its relationship with the IMMP
- Describe the important aspects of successful communication
- Explain how marketing communication must be designed based on marketing strategies and structures
- Describe a communications portfolio and how companies use a communication portfolio
- **Evaluate the impact of communication on organizational innovativeness**

General Course Agenda:

	Tuesday	Thursday
Week 1	Introduction, Basics of Marketing and Innovation	Globalization, Industry Issues & Trends
Week 2	Information in Marketing and Innovation Industry Speaker	Strategy: Corporate, Marketing & Innovation
Week 3	Understanding Marketing and Innovation	Strategic Marketing Strategy Exercise
Week 4	Exam # 1	Company Presentations Topic Report Outline Due
Week 5	Creating a Market Oriented and Innovative Organization Industry Speaker	CSR and Ethical Considerations
Week 6	Management: Marketing and Innovation	The NPD Process
Week 7	New Product Development Strategies Industry Speaker	Exam #2 Topic Report Draft Due
Week 8	Creating and Evaluating Ideas	Company Presentations
Week 9	Marketing Channels Industry Speaker	Communication: Internal and External
Week 10	Communication: Internal and External	Integration Exercise Topic Report Final Due