

AD420 • ME444 • MKTG594 Motorola Project
Fall Semester, 2006**Stephen Melamed**, Industrial Design, College of Architecture & Arts
Michael J. Scott, Engineering, College of Engineering
Albert Page, Marketing, College of Business Administration**Assignment** **No. 2.a** Marketing - Skills Assessment**Project Description**

In the tenth and eleventh editions of Kotler's Marketing Management textbook there is a chapter devoted to new product development. It is entitled either, "Developing New Products" (10th ed.) or "Developing New Market Offerings" (11th ed.).

At the end of each of those chapters the final section of the chapter is named "The Consumer Adoption Process." Using the conceptual material covering the concepts of adoption presented in that section of the chapter, develop a strong answer to the hypothetical scenario described in the question below.

Question:

You are the marketing representative on a new product development team. The team is getting ready to introduce a new and innovative home dental care appliance that has the capability to revolutionize the oral health care (the way in which people take care of their teeth). It is based upon a breakthrough in biochemistry and is a 4-in-1 complete oral hygiene product that removes plaque, whitens teeth, prevents tooth decay, and prevents bad breath for a period of 24 hours after use. It is anticipated that the retail price point for the new product, based upon projected manufacturing costs, will be in the range of \$75-\$100.

You are given the task of developing the introductory marketing strategy and plan for the new product. Building upon your knowledge of the concepts of adoption, develop some conceptually sound marketing actions you would build into that strategy and plan to help get this new product into the growth stage of its life cycle as quickly as possible. Be as specific as possible explaining what you would do. Exactly describe what actions you would take.

Do not waste any time or space simply describing the concepts of adoption. Your faculty will presume you know them and want to see how you apply them. How would you market this new product? What would your introductory marketing strategy for it be?

Project Requirements

Write an essay of 1,000 words, or approximately 3 typed pages, double-spaced. Your writing should be at the level of a business professional.

Due Date

Tuesday, September 5, 2006