

Product Planning & Development

Media Type: Microsoft® PowerPoint® Presentation

Duration: 63 slides

Goal: To understand the importance of careful product planning and development for a business.

Description: The product planning and development process is very complex and basically determines whether or not a company will achieve its goals and be successful. This presentation discusses the key components of coming up with new product ideas, then developing them to be introduced into the market. The product mix is examined and students are shown how it is incorporated into the planning and development process. This presentation also goes into detail about the main decisions which are made regarding planning and development and how they can effect the overall success of products.

Objectives:

1. To examine the nature and scope of product planning.
2. To analyze the steps in the product development process.
3. To distinguish between the width and depth of product lines.
4. To identify the elements of a product mix.
5. To recognize the importance of product research and monitoring.



Marketing Career Cluster (MK)

Cluster	Standard
	Describe the impact of economics, economics systems and entrepreneurship on marketing.
	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
	Select, monitor and manage sales and distribution channels.
	Determine and adjust prices to maximize return while maintaining customer perception of value.
	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
	Use marketing strategies and processes to determine and meet client needs and wants.
Marketing Communications Career Pathway (MK-COM)	Apply techniques and strategies to convey ideas and information through marketing communications.
	Plan, manage and monitor day-to-day activities of marketing communications operations.
	Access, evaluate and disseminate information to enhance marketing decision-making processes.
	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
	Communicate information about products, services, images and/or ideas to achieve a desired outcome.

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Marketing Career Cluster (MK)

Cluster	Standard
Marketing Management Career Pathway (MK-MGT)	Plan, organize and lead marketing staff to achieve business goals.
	Plan, manage and monitor day-to-day marketing management operations.
	Plan, manage and organize to meet the requirements of the marketing plan.
	Access, evaluate and disseminate information to aid in making marketing management decisions.
	Determine and adjust prices to maximize return and meet customers' perceptions of value.
	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
	Communicate information about products, services, images and/or ideas.
Marketing Research Career Pathway (MK-RES)	Plan, organize and manage day-to-day marketing research activities.
	Design and conduct research activities to facilitate marketing business decisions.
	Use information systems and tools to make marketing research decisions.
Merchandising Career Pathway (MK-MER)	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
	Plan, manage and monitor day-to-day merchandising activities.
	Move, store, locate and/or transfer ownership of retail goods and services.
	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
	Determine and adjust prices to maximize return and meet customers' perceptions of value.
	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
	Communicate information about retail products, services, images and/or ideas.
	Create and manage merchandising activities that provide for client needs and wants.
Professional Sales Career Pathway (MK-SAL)	Access, evaluate and disseminate sales information
	Apply sales techniques to meet client needs and wants.
	Plan, organize and lead sales staff to enhance sales goals.

College & Career Readiness Anchor Standards for Reading

Reading Standards for Literacy in Science & Technical Subjects

Key Ideas & Details	Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
	Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
	Analyze how and why individuals, events, and ideas develop and interact over the course of a text.
	9-10.1 Cite specific textual evidence to support analysis of science and technical texts, attending to the precise details of explanations or descriptions.
	9-10.2 Determine the central ideas or conclusions of a text; trace the text's explanation or depiction of a complex process, phenomenon, or concept; provide an accurate summary of the text.
	9-10.3 Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks, attending to special cases or exceptions defined in the text.
	11-12.1 Cite specific textual evidence to support analysis of science and technical texts, attending to important distinctions the author makes and to any gaps or inconsistencies in the account.
	11-12.2 Determine the central ideas or conclusions of a text; summarize complex concepts, processes, or information presented in a text by paraphrasing them in simpler but still accurate terms.
11-12.3 Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.	

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Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the "Printable Resources" section. If student licenses have been purchased, an interactive version of the Student Notes is available in the "Interactive Activities" section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Class 1: Hand out the *Product Planning & Development Vocabulary Handout* which should be used as reference material during the presentation. Show the *Product Planning & Development - Product Planning* segment. Distribute the *Assessment* for students to complete.



Slides
1-38

Class 2: Show the *Product Planning & Development - Product Development* segment followed by its *Assessment*.



Slides
39-63

Class 3: Distribute the *Product Planning & Development Word Search* for students to complete as a review. Then, hand out the *Product Planning & Development Final Assessment*. Introduce the *Product Lines & Brands Project*.

Class 4: Distribute the *Quality Control Activity* and allow students time to complete. Allow the rest of class time for students to work on their *Project*.

Class 5: Students should display their concept maps from the *Product Lines & Brands Project* and give a one to two minute presentation of their new product ideas.



Lesson Links

P&G

- www.pg.com

Kraft

- www.kraftfoodsgroup.com



Nike

- www.nike.com



Career & Technical Student Organizations

Business Professionals of America

- Global Marketing Team
- Entrepreneurship



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV51124, Michael Askew, Chief Technical Officer & Co-Founder, 3RDi Product Development, Inc.
- iCEV50827, Lesley Chambers, Product Designer, Brown & Jordan International



Project

Product Lines & Brands

Directions:

Students will create a concept map outlining the types of product lines and brands of a particular company. Allow students to choose the company they will research. They can draw or use a computer to create the concept map. For each product line and brand, students should also identify the target market and find a picture of an example product. Students will then choose a brand of products and create a new product. Students should draw sample packaging and write a description of ideas for product marketing. Inform students which they will be displaying the concept maps and new products to the class.



Lab Activities

Quality Control

Directions:

Students will write a minimum of two paragraphs explaining a time they purchased a product of low quality. They will discuss the feelings they had toward the company and the importance of quality control.