



There's a solution to every problem! For this project, you are going to draw a card from each pile to learn the problem you must solve. Your task is to create an INNOVATION to solve this problem. Be creative and think outside the box!

## Principles of Marketing

### Chapter 9 | New Product Development & The Product Life Cycle

**PROJECT** (This part will be done together throughout the unit in your [Innovation Journal](#))

1. **Idea Generation**, search for new product ideas
  - a. Brainstorm at least three new product ideas. These should be unique to YOU.
2. **Idea Screening**, asking others for feedback
  - a. Post your ideas on Google Classroom.
  - b. Respond to AT LEAST three other product ideas giving feedback on your peer's ideas. Be **professional**.
3. **Concept Development & Testing**, develop a detailed version of the product
 

Reflect back on the Google Classroom and determine your final product. Make changes to the product if needed and fine tune the details as needed.

  - a. Because you are not actually creating this product, we are unable to get the product into the test group's hands. Instead, consider WHO you are going to have as your test group (consider your target market). Describe this group (gender, age, etc.).
  - b. What 5 questions would you ask your group?
4. **Marketing Strategy Development**, design a marketing strategy
  - a. How are you going to brand your product? (Is this a new brand? Co-brand? Licensing? Etc. Be specific!) Explain WHY you made this decision.
  - b. What does your logo look like? Why did you design it this way?
  - c. Product - Come up with a fun product name! What are your product attributes? Think of color, function, and size.
  - d. What is your unique selling proposition?
5. **Business Analysis**
  - a. Who are your competitors? What is your competitive advantage?
6. **Product Development**, develop the product concept into a physical product
  - a. Sketch what your product is going to look like.
  - b. How will your product be packaged?

Package design links:

<https://placeit.net/packaging-mockups>

<https://packola.com/>

7. **Test Marketing**, product and marketing strategies are tested
  - a. How will the product be tested?
  - b. How will the marketing strategies be tested?
8. **Commercialization**, product is introduced to the market
  - a. How will your product be introduced?
  - b. Where will your product be available for purchase?

**FINAL PRESENTATION** | Google Slides, Prezi, Canva Graphic, etc.

**(This part you will do at the end)**

**Your final presentation of your new product can be presented in ANY of the above formats. Have an idea that is not listed, come talk to me! You don't necessarily need a lot of info on slides, you just need visuals to support your pitch. Maybe even a poster or a prototype?! PITCH your product like on Shark Tank. I'm looking for ENTHUSIASM & ENERGY here! Your product pitch should include:**

- Background of your idea. How did you come up with it?
- Describe your product. (MUST include actual or digital prototype)
- What need/problem does your product solve?
- Who is your target market?
- Your plan for the product launch - who, what, when, where, why?
- **Be creative, and HAVE FUN!**

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#### PROJECT RUBRIC

Criteria	Developing	Proficient	Goal	Exemplary
Classwork leading up to project - Innovation Journal				
Understanding of the New Product Development Process -student understands the steps in the new product development process -student understands the major considerations in managing this process				
Understanding of Product Strategies -strategies fit the product's target market				
Presentation Skills <ul style="list-style-type: none"> <li>• Visuals ENHANCE the presentation.</li> <li>• Professional demeanor and appearance. Rehearsed and well prepared. Knowledgeable. Speaks loudly and clearly.</li> <li>• Energetic &amp; Enthusiastic</li> </ul>				

**GRADE:**