**JACKSON COLLEGE OFFICIAL COURSE OUTLINE**

**Course number, title and credits; total time allocation**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Letter/Number | | **CUL 315** | | Credits | | | **3** | | Title | Innovation, Branding, and Strategic Marketing | | | | |
|  |  | | |  | | |  | |  |  | | | | |
| Lecture/Discussion | **45** | | hrs/semester | |  | Lab | |  | | hrs/semester |  | Clinical |  | hrs/semester |

**Catalog Description and Pre- and Co-requisites (Same as taxonomy and catalog)**

Students will analyze methods for creating innovative product and service offerings as part of an overall brand strategy for a hospitality establishment.   This course will equip students with analytical tools used in developing brands to capture market share and adapt to ever-changing consumer preferences.   A robust brand strategy aligns with an organization's internal systems and culture.  As a result, students will adopt the perspective of senior managers, considering the importance of team building, market research/product testing, competitive analysis, quality control/consistency, outsourcing, and complying with legal/regulatory requirements.

Prerequisites: CUL 100

**Knowledge, Skills and Abilities Students Acquire from this Course (Educational Objectives)**

* Students will describe the various modes of culinary new product development.
* Students will gain appreciation for the importance of organizational structure and team dynamics in launching new products.
* Students will describe sources of new product ideas, as well as relevant strategies and tactics for implementing these ideas.
* Students will discuss legal and operational procedures available for protecting ideas and building brands in the hospitality arena.
* Students will analyze methods for validating products and meeting customer demands.
* Students will analyze specific applications of new product development in the hospitality arena.
* Students will discuss methods for minimizing risk and adapting to changing industry dynamics.

**Associate Degree Outcomes Addressed in this Course (These must appear in course syllabus.)**

Critical Thinking – 7

**Units/topics of Instruction**

|  |  |  |
| --- | --- | --- |
| **Module #** | **Module Name** | **Topics** |
| Module 1 | Overview | Course Orientation  Instructor & Student Introductions |
| Module 2 | Defining Terms & Developing Team | Chapter 1: What is New Product Development? |
| Chapter 2: Building the Team: The Impact of Company Organization on New Product Development |
| Module 3 | Conceiving and Nurturing Product Ideas | Chapter 3: Source of New Product Ideas |
| Chapter 4: Strategy and Strategists |
| Chapter 5: Tactics and Tacticians |
| Module 4 | Developing Robust Products & Brands | Chapter 6: Legal Issues: Intellectual Property, Goodwill, and Protecting your Brand |
| Chapter 7: Quality Control: Protecting the Consumer and Strengthening your Brand |
|  |  | Chapter 8: Market Analysis, Iteration, and Validation |
| Module 5 | Specific Applications | Chapter 9: Outsourcing |
| Chapter 10: Applications in the Food Services Sector |
| Chapter 11: Applications in the Food Ingredients Sector |
| Module 6 | The Future | Chapter 12: Managing Continual Change and Innovation |
| Module 7 | Final Exam | TBD |
|  | Course Project | Capstone Project |

**Instructional Techniques and Procedures**

Case studies, self-assessments, experiential exercises, research papers, class discussions and group activities

**Instructional Use of Computer or Other Technology**

Online textbook support will be used to apply concepts in simulations and scenarios, web navigation will be required for case studies and research.

**Instructional Materials and Costs to Students = approx. $80**

**Skills and abilities students should bring to the course:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | a limited amount of material | |  |  | basic, pre-algebraic problems |
| Able to read | **x** | an average amount of material | | Able to compute |  | simple algebraic problems |
|  |  | an above average amount of material | |  |  | higher order mathematical problems |
|  |  |  | |  |  |  |
|  |  | relatively easy material | |  |  | short compositions |
| Able to read | **X** | moderately difficult material | | Able to write | **X** | medium length compositions |
|  |  | technical or sophisticated material | |  |  | lengthy compositions |
|  | | | | | | |  |  |  |  |  |
|  | **x** | | keyboard skills/familiar with computer |  |  |  |
| Able to use | **x** | | computer application | Other necessary |  |  |
| technology | **x** | | web navigation | Abilities |  |  |
|  |  | |  |  |  |  |

**The course is usually scheduled:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Day: | x | Fall |  | Winter |  | Spring | Evening: | x | Fall |  | Winter |  | Spring |

|  |  |  |
| --- | --- | --- |
| **Prepared by: Ron Betzig** |  | **Date 02/15/2016** |
| **Approved by Dept. \_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  | **Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Approved by Dean \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  | **Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Approved by Curr. Comm. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  | **Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

**(Last names, please) Form Revised 12/4/00**