Course program and reading list
Semester 1 Year 2023

School: Adelson School of Entrepreneurship B.A

Concept Testing for Products and Services

Lecturer:
Dr. Eyal Maoz  emaoz@runi.ac.il

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<th>Course No.:</th>
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<td>3433</td>
<td>Lecture</td>
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Course Requirements:
- Final Paper
  Group Code: 231343300
  Language: English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Concept Testing for Products and Services (3433):

5009 – New Product Development

Course Description

Course Details:
- Course Name: New Product Development
- Course Number: 5009
- Credit Points: 2 Points
- Course Schedule: Academic Year 2020-21
- Teacher: Eyal Maoz
Course Goals

Course Goals/Objectives:
The basic purpose of the course is to build on the Marketing Strategy for New Products course and further develop a specific concept for your venture and do formal Concept Testing on this concept.

Grading

Course Grading Method:
Concept testing Assignment (teams) 100%

Learning Outcomes

Learning Outcomes:
Participants will develop an ability to carry out a Formal concept test for a new venture and to write a full report regarding the process and results.

Lecturer Office Hours

Lecturer Information:
Email: e-maoz@kellogg.northwestern.edu
Cell: 050-5561736
Office Hours: Every Sunday, 13:00-15:00, by appointment and pre-scheduling

Teaching Assistant

Michaela 050-7516279

Reading List

Lecture 1 – Nov. 1st
Topics: Qualitative Marketing Research Methodologies
Class readings:
Seven Rules for observational Research
Projective techniques
Lecture 2 – Nov. 8th
Topics: Qualitative Marketing Research Methodologies (cont.)  
The Concept Testing Assignment  
Class readings:  
f-groups  
Concept Testing: A manager's Guide