

Marketing Input and Innovation Strategy

1:30PM Tue, Jan 16, Hawes Hall 101

TOPIC

Compaq Computer: Consumer Notebook Group

In this class an overview of the course will be presented and we will discuss the Compaq case.

MATERIALS

 [Compaq Computer: Consumer Notebook Group \(599053\)](#)

ASSIGNMENT

What are the key features of the product that CEO Eckhardt Pfeiffer and the executive committee have signed off on for the Consumer division?

What do you imagine was in Pfeiffer's mind in the decision to sign off? How does the proposed product relate to what Compaq has learned about the notebook market from its experience in the Business and Enterprise divisions?

What do you expect to learn from the Focus Group*?

If you were Greg Memo, how would you respond to the call from Arima?


*Note: Group Interviewing consists of inviting six to ten people to gather for a few hours with a trained moderator to talk about a product, service, or organization. The participants normally are paid a small sum for attending. The meeting is held in a pleasant place and refreshments are served to foster an informal setting. The moderator encourages free and easy discussion, hoping that group interactions will bring out actual feelings and thoughts. At the same time, the moderator "focuses" the discussion--hence the name focus group interviewing. The comments are recorded through written notes or on videotapes that are studied later.

Focus group interviewing has become one of the major marketing research tools for gaining insight into consumer thoughts and feelings.

1:30PM Thu, Jan 18, Hawes Hall 101

TOPIC

MATERIALS

 Calgene, Inc. (502041)
EC Weeks 1 & 2 Packet

ASSIGNMENT

Roger Salquist, CEO of Calgene, has been on a ten-year trek to redefine agribusiness through the use of biotechnology. Somehow, it has all come down to a tomato.

How would you rate Calgene's efforts to date? How would you rate Calgene's prospects moving forward?
What do you think of the market potential for the Flavr Savr tomato?

What do you think of Calgene's other products under development?


Why is Salquist leading with the tomato?

What would you have done?

1:30PM Mon, Jan 22, Hawes Hall 101

TOPIC

MATERIALS

 Eli Lilly: Developing Cymbalta (507044)
Classroom

1:30PM Tue, Jan 23, Hawes Hall 101

TOPIC**MATERIALS**

 Audio Spotlight, The (502014)
EC Weeks 1 & 2 Packet

ASSIGNMENT

Pompei has spent the last 10 years of his life working on a dream. The result is the Audio Spotlight, a revolutionary loud speaker that can direct sound the way a flashlight directs light. People within a few degree arc can hear the sound clearly and crisply; people outside that arc hear nothing. Now Joe faces the problem of commercialization. The technology appears to be sound, now he needs to find a market (or markets) that values his device and determine how best to leverage that market.

What do you think of Pompei's Audio Spotlight? Technologically? Commercially?

What markets would you target with this product? What value does it deliver to these markets?

Ten or twenty years from now, what do you envision for the Audio Spotlight and/or Joe Pompei?

Given the information in the case, what should Pompei do?

1:30PM Mon, Jan 29, Hawes Hall 101

TOPIC

1:30PM Tue, Jan 30, Hawes Hall 101

TOPIC

1:30PM Mon, Feb 5, Hawes Hall 101

TOPIC

1:30PM Tue, Feb 6, Hawes Hall 101

TOPIC

1:30PM Wed, Feb 7, Hawes Hall 101

TOPIC

1:30PM Mon, Feb 12, Hawes Hall 101

TOPIC

1:30PM Tue, Feb 13, Hawes Hall 101

TOPIC

1:30PM Tue, Feb 20, Hawes Hall 101

TOPIC

1:30PM Wed, Feb 21, Hawes Hall 101

TOPIC

1:30PM Mon, Mar 5, Hawes Hall 101

TOPIC

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TOPIC

1:30PM Mon, Mar 12, Hawes Hall 101

TOPIC

1:30PM Tue, Mar 13, Hawes Hall 101

TOPIC

1:30PM Wed, Mar 14, Hawes Hall 101

TOPIC

1:30PM Mon, Mar 26, Hawes Hall 101

TOPIC

1:30PM Tue, Mar 27, Hawes Hall 101

TOPIC

1:30PM Wed, Mar 28, Hawes Hall 101

TOPIC

1:30PM Mon, Apr 2, Hawes Hall 101

TOPIC

1:30PM Tue, Apr 3, Hawes Hall 101

TOPIC

1:30PM Wed, Apr 4, Hawes Hall 101

TOPIC

1:30PM Tue, Apr 10, Hawes Hall 101

TOPIC

1:30PM Wed, Apr 11, Hawes Hall 101

TOPIC

1:30PM Tue, Apr 17, Hawes Hall 101

TOPIC

1:30PM Wed, Apr 18, Hawes Hall 101

TOPIC

1:30PM Mon, Apr 23, Hawes Hall 101

TOPIC

1:30PM Tue, Apr 24, Hawes Hall 101

TOPIC