

Marketing 221
Applications Chart for New Product Development Techniques

Name: _____

CONCEPT/ TECHNIQUE	READ and/or DISCUSSED <small>(time spent each occurrence)</small>	ATTEMPTED APPLICATIONS <small>(minutes each trial)</small>
Blind Tests		
Bootstrapping		
Brainstorming		
Brand Loyalty		
CPM (PERT, Time Lines)		
Conjoint Analysis		
Contingency Plan		
Core Benefit Proposition		
Decomposition of Judgment		
Delphi		
Design for Assembly		
Design for Use		
Devil's Advocate		
Diffusion of Innovations		
Ergonomics		
Expert Opinion Surveys		
Focus Group Interview		
Foot-in-the-Door		
Formal Planning		
Intentions Surveys		
Judgmental Bootstrapping		
Marketing Concept		
Monitoring		
Multi-dimensional Scaling		
NPV		
Objective Setting		
Parallel Processing		
Portfolio Matrix (BCG)		
Positioning		
Product Liability		
Product Life Cycle		
Product/Market Opportunity Matrix		
Protocols		
Quality Control Charts		
Representativeness		
Role Playing		
Scenarios		
Second Solution		
Segmentation		
Stakeholder Analysis		
Sunk Cost		
Survey Research		
Synecotics		
Systems Approach		
Venture Team		
Virtual Groups		
Other (specify) ...		