

**Digital Badge Challenge Syllabus**

**Challenge Overview**

The Digital Badge Challenge is a team-based learning project that will focus on product development. Participants will conduct research, evaluate data, formulate statistical information, and develop a “New Generation Prototype”of a Johnson & Johnson product.

**“New Generation Prototype” Project**

Students will be divided into 4 teams (see page 3 for team breakdowns; you are free to come up with a team name). Each participant will act as one of the 7 key functional areas of product development:

|  |  |
| --- | --- |
| 1. Marketing | 1. Packaging Engineering |
| 1. Finance | 1. Public Relations |
| 1. Product Development 2. Claims/Affairs Department | 1. Sales |
|  |  |

Each team will research one Johnson & Johnson consumer product. They will learn how to develop products and bring them to market. The teams will choose from one of the following products to research and then "modify" in order to create their own product. Their prototype can be in the form of a brochure, graphic, poster, modeling clay, video, etc.

1. Listerine
2. Neutrogena Make-up
3. Clean & Clear
4. J&J Shampoo
5. Band Aids
6. Neutrogena Cleaning Wipes
7. Aveeno Cleansing Wipes
8. Aveeno Lotion
9. Splenda
10. Neosporin

The challenge will be completed in 4 parts: 1) Background, 2) Situation Analysis, 3) Recommendations, and 4) Final Presentation.

1. **Background:** Each team will create a PowerPoint with 2-3 slides demonstrating their understanding of the product (i.e. describe the basics of the product, its function, and its target demographic).
2. **Situation Analysis:** Drawing on what you learned through research, interviews, and meeting with the J&J experts and BTE alumni mentors, each team will create 2-4 PowerPoint slides outlining what the group would like to change (or not change) about the product. Each team will need to develop a rationale behind their approach. In developing the Situation Analysis, teams should consider current social, economic, demographic, and technological trends that will help to create a “New Generation Prototype.”
3. **Recommendations:** Each team will bring their recommendations to life through a prototype. The prototype can be in a form of a brochure, graphic, poster, modeling clay, video, etc. Each team will also create 2-4 PowerPoint slides reflecting their “Project Plan”- i.e. how each functional area will take part in developing the “New Generation Prototype.” This will include a budget and possibly a timeline.
4. **Oral Presentation:** Each team will present their process and recommendations to fellow DIGITAL BADGE Participants, Johnson & Johnson program partners, FHI 360 representatives, BTE alumni mentors, site coordinators, and school representatives at the DIGITAL BADGE Closing Ceremony. Oral Presentations should be accompanied by all PowerPoint slides outlined above. Participants are also welcome to create a sample prototype to be shared with and viewed by audience members.
   * Be creative. Make these presentations visually appealing by incorporating elements, such as graphics, video, or another form of creative oral communication. Each team will have 20 minutes to present. Included will be a 5-10 minutes question and answer session at the end of each presentation.

**NOTE:**  This Digital Badge Challenge is designed to mimic a real-life work experience; therefore, all information about your project must remain confidential among you and your team members. You should not share details of your project with anyone on a different team. You should ask outside members who you interview or survey to keep your project confidential.

**Learning Objectives**

By the end of the project, each student will:

* Demonstrate an understanding of the roles and responsibilities to develop products and bring them to market in the product value stream.
* Learn how to conceive, develop, and implement a project plan.
* Demonstrate an understanding of the work that goes into developing a product.
* Learn to work as a team.
* Develop their time management, analytical, research, communication, and presentation skills.
* Produce a “New Generation Prototype” of a Johnson & Johnson product.
* Earn a Collaboration digital badge.

**Deadlines to Follow:**

**TBD** Participants will receive the challenge overview, list of products, description of roles, team assignments, and syllabus.

**TBD PM:** Each Participant will meet with Johnson & Johnson experts from theaforementioned product development fields. Each team member will meet with the

expert that coincides with their role (i.e. all marketing team members will meet with the marketing expert, all sales team members will meet with the sales expert, etc.). Participants will receive an in-depth overview on their role and responsibilities connected to bringing a product to market. Participants will use this opportunity to conduct informational interviews, discuss their projects with experts, and receive guidance for next steps.

**TBD DUE IN AM:** 2-3 PowerPoint slides describing the Background of the J&J product the team selected along with their Team Name.

**TBD** **DUE IN PM:** 2-4 Situation Analysis PowerPoint slides and 2-4 Project Plan PowerPoint slides.

**TBD DUE IN AM:** Recommendation drafts (i.e. brochure, sample prototype, etc.). Each team will meet with their site coordinator and/or champion for feedback and recommendations.

**TBD**  **DUE AT CLOSING:** Each team will present their “New Generation Prototype” to the DIGITAL BADGE attendees.

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| --- | --- | --- | --- | --- |
| **Role** | **Team 1** | **Team 2** | **Team 3** | **Team 4** |
| **Marketing** |  |  |  |  |
| **Finance** |  |  |  |  |
| **Product Development** |  |  |  |  |
| **Claims Department** |  |  |  |  |
| **Packaging Engineer** |  |  |  |  |
| **Public Relations** |  |  |  |  |
| **Sales** |  |  |  |  |

**Glossary of Terms**

Value Stream: All the actions required to bring a product through concept to launch, from raw materials to finished product.

Research and Development: Activities that a business conducts to develop new products or procedures or improve existing products or procedures. Research and development is one way businesses can grow.

Manufacturing: The process of combining material and immaterial inputs to make a product for consumption.

Economic trends: Changes over time in the direction in which an economy is moving (i.e., growing or contracting). Examples might include a stock market crash or the growth of developing economies.

Demographic trends: Changes over time in the composition of the population. Examples might include a “baby boom” or increasing obesity rates.

Technological trends: Changes over time in the technology that is available and widely used. An example might include the growing availability and use of mobile technology.

Source for Glossary of Terms: FHI 360

**Description of Roles & Responsibility**

***Marketing:***

The Marketing Department creates an image for products or brands. Marketing is the process by which goods and services are brought to the public. Marketing is based on thinking about the company goals, target markets, customer needs, and customer satisfaction.

The role of marketing is to develop a demand for a product by establishing that the product will fulfill a potential the customer need. It includes the coordination of four elements called the 4 P's of marketing:

(1) Identification, selection and development of a **product.**

(2) Determination of its **price.**

(3) Selection of a distribution channel to reach the customer's **place.**

(4) Development and implementation of a **promotional** strategy.

For example, new Apple **products** are developed to include improved applications and systems, are set at different **prices** depending on how much capability the customer desires, and are sold in **places** where other Apple products are sold. In order to **promote** the device, the company featured its debut at tech events and is highly advertised on the web and on television.

***Finance:***

The Finance Department manages a company’s money. The business functions of a finance department typically include planning, organizing, auditing, accounting for and controlling its company's finances. If a company launches a new product, the Finance team will set the budget on how much money it will cost to create the product, promote the product, and forecast the profit/loss. At most companies, each department and/or product line has a designated Finance Manager.

For example, if Sony Music planned to release a new Beyonce album and one tactic on the project plan was for the Public Relations team to organize a listening party to promote the album to journalists, the Public Relations team would work closely with the Finance Department to determine if there was enough money in the budget to host such an event.

***Product Development:***

The Product Development Department creates product. They create new products that offer new or additional benefits to the customer or they might modify existing product, its presentation, or its formulation to satisfy a new market niche or customer base.

For example, Apple released the new iPhone 6. The company added new and different characters, such as: the screen is now larger making the device larger at 5.5 inches, the power button has been moved to the side of the device, the volume controls have a different design, and it has 38% more pixels.

***Claims Department:***

This team tests the claims that are developed by the product development team before they are allowed to place the claim on the product. In some cases, this role can be its own department or work out of the law department or patent department.

For example, the acne treatment brand, Proactiv, claims to be “The fastest, gentlest, most effective Proactiv® acne treatment ever!” The Claims team will complete tests to confirm that the product really is fast and gentle.

*\*For the purpose of this project, this role will work with the marketing team to develop slogans, claims, etc.*

***Packaging Engineer:***

With direction from the Marketing team, the Packaging Engineer develops the container that holds, protects, and/or transports the product. This can be made from glass, metal, paper or paperboard, and plastic.

For example, Pepsi redesigned its bottle that features a swirled grip on the bottom portion of the bottle, a shorter label edged in a "cola-colored" border and an enlarged version of its current globe logo. The new bottle makes it easier to hold and the label covers less of the contents, showing more of the actual beverage. The Marketing team wanted to find a new and stimulating way to connect the product with the consumer.

***Public Relations:***

The Public Relations Department creates and maintains the goodwill of an organization's various publics or stakeholders (customers, employees, investors, suppliers, etc.). These efforts may also include support of the arts, charitable causes, education, sporting events, and other civic engagements. In simpler terms, Public Relations can enhance a public image of a person, company, brand, or product and create awareness through earned media.

For example, if Paramount Pictures released a new movie starring Jennifer Lopez, the Public Relations representative working on the project would set up media interviews for Jennifer Lopez. Some media channels will include, television (Jimmy Kimmel Live), magazines (People en Enspanol), and newspapers (New York Times). This is an opportunity for Paramount Pictures and Jennifer Lopez to talk about the new movie positively and to entice customers to go out to the movie theaters and purchase a movie ticket.

***Sales:***

The Sales team identifies potential stores and builds relationships with retailers to get shelf space for the new or improved product. They also must keep up with consumer buying trends and habits.

For example, the sales team for Tommy Hilfiger will build a relationship with the Macy’s store representative to purchase or negotiate the space for its floor display. Sometimes brands such as Tommy Hilfiger will send a team to the store every week to maintain, replenish and/or update the merchandise.

Source for Description of Roles & Responsibilities: Business Dictionary