



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2400 Market Planning and Product Management

Program

Bachelor's Program in Marketing

Responsible for the course

Sangeeta Singh

Department

Marketing

Term

According to study plan

ECTS Credits

9

Objective

This course is designed towards providing an understanding of marketing planning which leads to developing strategies for successful product management. There are two parts to the course. The first consists of market planning where the focus is on analysis of information pertaining to a product's environment, customers and competitors. The second part of the course builds on this foundation to familiarise students with the complexities of product strategy and management. Product strategy lies at the very heart of the firm's overall strategy and must occupy a dominant role in the firm's planning and actions. For this, an in-depth knowledge of the nature and practice of product management and strategy is necessary. Product management will be studied starting with the important theoretical foundations of product classification, buyer behaviour, product life cycle and product portfolios. Students will then be coached in the steps of developing new products and managing them from launch to growth to maturity to elimination. The overall thrust of this course is to make the student understand the link between market planning and product management.

Prerequisites

The course is based on the knowledge of marketing that the students have acquired from other marketing courses in their studies

Compulsory literature

Lehmann, Donald R. and Russell S. Winer. 2002. *Analysis for marketing planning* . 5th ed. Boston, MA: McGraw-Hill/Irwin.

Baker, Michael and Susan Hart. 1998. *Product Strategy and Management* . London: Prentice Hall/Pearson Education.

Readings and cases to be handed put during the course.

Recommended literature

Lehmann, Donald R. and Russell S. Winer. 2002. *Product Management* . Boston, MA: McGraw-Hill/Irwin.

Aaker, David. 2001. *Strategic Market Management* . 6th ed. New York, NY: John Wiley and Sons.

Course outline

Part I: Market Planning

1. Defining the competitive set
2. Industry analysis
3. Competitor analysis
4. Customer analysis
5. Forecasting

Part II: Product Management

1. Theoretical foundations- product strategy, product classification, buyer behaviour, product life cycle, product portfolios
2. New product development
3. Product management- launching new products, managing growth, managing mature products
4. Product elimination

Computer-based tools

Computer-based tools are not used in this course

Course structure

The course consists of 54 teaching hours, teaching is based on lectures, case studies, plenary discussions, group discussions and plenary guidance. The course requires extensive individual effort.

Evaluation

The course is evaluated with a take home examination consisting of a practical case study. Students will be required to develop a market plan for the given case and then design a product strategy or strategies based on the market plan. Students have to work in groups of 2-3 people to complete the take home examination in two weeks.

Evaluation code(s)

MRK 24001 take home exam, which accounts for 100% of the grade in MRK2400

Aids at the examination

All aids are allowed on the take home exam.

Makeup exam

A re-sit is normally held at the end of next course.