



APPLIES TO ACADEMIC YEAR 2008/2009

EXC 2504 Market Planning and Product Management

Program

Bachelor in Business Administration - (3. year)

Responsible for the course

Sangeeta Singh

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

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

Books:

Lehmann, Donald R. and Russell S. Winer. 2005. Product management. 4th ed. Boston: McGraw-Hill/Irwin

Other:

Readings and cases to be handed out during the course

Recommended literature

Books:

Aaker, David A. 2007. Strategic market management. 8th ed. Hoboken, N.J. : Wiley

Course outline

Part I: Market Planning

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

Part II: Product Management

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

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 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 on the basis of a term paper in which students will be required to develop a market plan, design a product strategy or strategies based on the market plan. Students have to work in groups of 2-3 people to complete the term paper. The term paper has to be written in English.

Evaluation code(s)

EXC 25041 - Term paper which accounts for 100% of the grade in EXC 2504 Market Planning and Product Management, 6 credits.

Aids at the examination

All aids are allowed on the term paper.

Makeup exam

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