



APPLIES TO ACADEMIC YEAR 2011/2012

## EXC 3623 Product and Market Planning

### Programme

Bachelor in Business Administration (BBA) (3. year)

### Responsible for the course

Sangeeta Singh

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

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.

There are two parts to the course. The first part 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 familiarize students with the complexities of product strategy and management.

### Learning outcome

This course is designed to provide an understanding of marketing planning which leads to developing strategies for successful product management.

Acquired knowledge: Theoretical foundations of product classification, buyer behavior, product life cycle and product portfolios. Understand the link between market planning and product management.

Students should have identified a company and problem situation by the time of the first presentation and come up with possible solutions to the problem by the time of the second presentation.

### Prerequisites

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

### Compulsory reading

#### Books:

Lehmann, Donald R., Russell S. Winer. 2005. Product management. 4th ed. McGraw-Hill/Irwin. 512

#### Other:

Readings and cases to be handed out during the course.

### Recommended reading

#### Books:

Aaker, David A. 2010. Strategic market management. 9th ed. Wiley. 341

### 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

It's Learning

### Learning process and workload

The learning objectives of the course are accomplished with a combination of lectures, case studies, group work, group presentations and feedback.

Two group presentations during the semester and feedback on the presentations ensure progress on the term paper. Participation in lectures is crucial to the successful completion of the term paper.

### Coursework requirements

Groups (of 2 - 3 students) make two presentations of the term paper during the semester: One at the beginning of the semester and the other towards the end of the semester (but before the end of lectures date).

The students' workload in hours:

Activity	Use of hours
Lectures	30
Preparation for lectures/read literature	20
Presentations	6
Preparation for presentations	20
Group work	24
Research, information gathering and analysis	50
Writing paper	50
<b>Total recommended hours</b>	<b>200</b>

### Use of hours

30 hours - Lectures  
6 hours - Presentations  
9 hours- Feedback  
45 hours total

### Coursework requirements

Students must carry out and get approved two presentations in order to be allowed to hand in the final project paper.

### Examination

The course is evaluated on the basis of a term paper in which students will be required to develop a market plan for a company of their choice and then design a product strategy or strategies based on the market plan.

Students work in groups of 2 - 3 students to complete the term paper.

### Examination code(s)

MRK 36231- Project paper, counts for 100 % towards the final grade in MRK 3623 Product and Market Planning 7,5 credits.

### Examination support materials

All support materials are allowed for the term paper  
Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>.

**Re-sit examination**

A re-sit examination is held every semester.

Students who do not fulfil the coursework requirements are not allowed to hand in the final project paper. Consequently they will have to take the course all over on a later occasion.

Students who fail the project paper or wish to improve their grade, must take re-sit examination the next time examination is offered.

**Additional information**