



APPLIES TO ACADEMIC YEAR 2011/2012

## **MRK 2400 Market Planning and Product Management RE-SIT EXAMINATION**

### **Programme**

Re-sit examination

### **Responsible for the course**

Sangeeta Singh

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

9

### **Language of instruction**

Norwegian

### **Introduction**

### **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 reading**

#### **Books:**

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

#### **Other:**

Artikkelsamlinger og cases blir levert ut i løpet av kurset (Readings and cases to be handed out during the course)

### **Recommended reading**

#### **Books:**

Aaker, David A. 2010. Strategic market management. 9th ed. Hoboken, N.J. : Wiley. Ny utg ventet 3. feb 2010

### **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**

None

### **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.

### **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 can work individually or in groups of 2-3 people to complete the term paper.

### **Examination code(s)**

MRK 24001 Term paper which accounts for 100% of the grade in MRK 2400 Market Planning and Product Management, 9 ECTS credits.

### **Examination support materials**

All aids are allowed on the term paper.

### **Re-sit examination**

This course was lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.

### **Additional information**