



APPLIES TO ACADEMIC YEAR 2011/2012

MRK 3654 Product and Market Planning

Programme

Bachelor in Marketing (3. year)

Responsible for the course

Sangeeta Singh

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

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, 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 familiarise 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. The goal of the course is to make students integrate knowledge acquired in previous courses- namely, the 4 P's of marketing- into developing a marketing plan that applies the 4 Ps in practice.

Acquired knowledge

- Theoretical foundations of product classification, buyer behaviour, product life cycle and product portfolios

Acquired skills

- Students should be able to identify a company and problem situation suitable for the term paper
- Students should be able to analyze the information gathered and separate relevant from irrelevant information
- Students should be able to integrate the learning on 4 Ps, buyer behaviour, product life cycle, and product portfolio management into market planning and product management
- Students should be able to develop a sustainable market plan that demonstrates sustainable product management

Reflection

- Students should be aware that a sustainable market plan and product management takes into account social responsibility and ethical considerations

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 sider

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. 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 through 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/readng literature	20
Presentations	6
Preparation for presentations	20
Group work	24
Research, information gathering and analysis	50
Writing paper	50
Total recommended hours	200

Use of hours

Lectures 30 hrs

Presentations 6 hrs

Feedback 9 hrs

Total recommended hours: 45

Coursework requirements

Students must carry out and have two presentations approved 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 36541 - Project paper, counts for 100 % of the final grade in MRK 3654 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 later occasion.

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

Additional information