



APPLIES TO ACADEMIC YEAR 2013/2014

EXC 3623 Product Planning

Programme

Bachelor of Business Administration (3. year), Exchange Program

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 and services planning lies at the very heart of the firm's overall strategy and must occupy a dominant role in the firm's planning and actions. This requires an in-depth knowledge of product and services. This course is designed to provide an understanding of product and services which leads to developing product and service plans that are viable and successful. The goal of the course is to make students integrate knowledge acquired in general marketing courses (knowledge on the 4Ps, buyer behavior, etc.) into planning products and services to put the 4 Ps in practice.

There are two parts to the course. The first part focuses on analyzing information pertaining to product and services' environment, customers and competitors. The second part builds on this foundation to familiarize students with the complexities of product and services planning.

Learning outcome

This course is designed to provide an understanding of marketing planning which leads to developing strategies for successful and sustainable pricing and product management. The goal of the course is to make students integrate knowledge about the 4 Ps of marketing into developing a marketing plan that applies the 4 Ps in practice, with special emphasis on pricing and product.

Students should be able to

- Understand that a company operates in a marketing environment and how it affects the strategic decisions the marketing/product manager makes. Also understand the relative importance of these market/environment forces.
- Understand how the different aspects of the marketing mix are interrelated
- Understand the different strategic choices available to a marketing/product manager and the implications of these strategies for the company

Acquired skills

Students should be able to

- Perform a SWOT and PESTEL analysis
- Develop a marketing mix that 'hangs together'
- Develop a marketing plan that demonstrates pricing and product management suited to the chosen strategy

Reflection

Acquired knowledge

- Students should be aware that a sustainable product and services plan 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

Other:

Current newspaper and magazine articles handed out during the course or made available on It's Learning

Recommended reading

Books:

Aaker, David A. 2011. Strategic market management. 9th ed. Wiley. 341

Course outline

Part I: Analyzing Information

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

Part II: Planning

1. Products and services classification, consumer behavior, product life cycle, product portfolios, new product development
2. Pricing and price structures
3. Different marketing strategies

Computer-based tools

No specified computer-based tools are required.

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 up to 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 or at the last lecture 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

30 hours - Lectures - 10 lectures of 3 hours each (lecturer)

6 hours - Presentations (lecturer)
6 hours - Evaluation of work requirements and feedback (lecturer)
3 hours - Co-ordination of work requirements (course responsible)
45 hours Total

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 up to 3 students to complete the term paper.

Examination code(s)

EXC 36231- Project paper, counts for 100 % towards the final grade in EXC 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 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