



APPLIES TO ACADEMIC YEAR 2015/2016

## EXC 3623 Product Planning - RE-SIT EXAMINATION

### Programme

Bachelor of Business Administration (3. year), Exchange Program, Re-sit examination

### 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

#### Acquired knowledge

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

- 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

**Other:**

Current newspaper and magazine articles handed out during the course or made available on Itslearning

**Recommended reading****Books:**

Aaker, David A and McLoughlin, Damien. 2010. Strategic market management - Global Perspectives. 1. Wiley

**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**

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

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wo 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.

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Coursework requirements

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roups (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).

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he students' workload in hours:

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| Activity                                     | Use of hours |
|----------------------------------------------|--------------|
| Lectures                                     | 30           |
| Preparation for lectures/reading 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 - 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**

Coursework requirements omitted because the course is no longer offered, ie not a requirement for re-sit examinations autumn 2015 and spring 2016.

**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 explained under examination information in the student portal @BI. Please note use of calculator and dictionary. [https://at.bi.no/EN/Pages/Exa\\_Hjelpemidler-til-eksamen.aspx](https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx)

**Re-sit examination**

This course was lectured for the last time spring 2015. Last re-sit examinations will be offered autumn 2015 and spring 2016.

**Additional information**