

SUBJECT:**Product Management in International Business****HOURS:**

30

ECTS:

3

Name/title of the author:	
Course Description:	Presentation and explanation of the essential issues concerning product management as a part of marketing activities in business entities and other institutions operating in the markets.
Learning Outcomes	<p>Ability to understand elements and make analyses of product management issues in practice.</p> <p>Skills in preparation of New Product Development, branding and assortment strategies, implementation of these strategies, monitoring and control.</p> <p>Understanding the product management issues at various stages of product life cycle – product policy, design, brand management, assortment management.</p> <p>Knowledge on essential concepts in product management: branding, NPD, packaging, product-mix.</p>
Course Content:	<ol style="list-style-type: none">1. The role of a product in company's marketing.2. Levels of product structure – marketing model.3. Classification of products and their utility and generated functions.4. Product decisions. The elements of product development.5. The concept of product quality.6. Analysis of the product.7. What is a "new product" / product innovation.8. New product development (NPD)/NPD strategies.9. Product design.10. Branding. Essence, functions, and types of brands.11. Brand management. Brand strategies. The value of the brand.12. Brand identity and brand image. Developing a brand identity.13. Determinants of brand's strength. The concept of brand value and methods of brand valuation.14. Brand positioning / product position in the market.15. The problem of brands and products counterfeiting, piracy. Illegal brand use.16. The essence and functions of product packaging.17. The concepts of product life cycle, product class life cycle and brand life cycle.18. Introducing new products to market.19. Product management strategies in the market.20. Assortment strategies. Product mix decisions.21. The withdrawal of the product from the market.
Methods of Instruction:	Presentation of the basic marketing management issues, along with relevant comments and examples taken from real business cases - a lecture with the use of MS Power Point slides.

	<p>The students in teams consisting of up to 4 people are to solve short problem cases designed to familiarize them with selected issues regarding "product management".</p> <p>Presentation of case studies illustrating selected aspects of the discussed subjects on product management.</p> <p>Discussion on the marketing management issues with students.</p> <p>Presentation of BBC film 'Genius of Design' on product design.</p>
Assessment policy (examination);	The final assessment is an outcome of marks obtained by students in the work carried out in small teams and the results of a final writing examination.
Supporting materials	Materials developed by the lecturer made available to students in the form of PDF files, to be downloaded from Moodle web page. Printed papers with case studies drawn from English language literature.
References:	<p>Baker M., The Marketing Book, Butterworth-Heinemann, 6th ed., Oxford 2007.</p> <p>Cagan M., Inspired: How To Create Products Customers Love, SVPG Press, 2008.</p> <p>Davis M, The Fundamentals of Branding, AVA Publishing 2009.</p> <p>Gorchels L., The Product Manager's Handbook, McGraw-Hill Professional, 2011.</p> <p>Klimchuk M.R., Krasovec S. A., Packaging Design: Successful Product Branding from Concept to Shelf John Wiley & Sons, 2006.</p> <p>Kotler Ph., Keller K., Goodman M., Brady M., Hansen T., Marketing Management, Prentice Hall, 2009.</p> <p>Lidwell W., Deconstructing Product Design: Exploring the Form, Function, and Usability of 100 Amazing Products, Rockport Publishers, 2008.</p> <p>Moore G., Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers, Capstone 1998.</p> <p>Ries A., Trout J., Positioning: The Battle for Your Mind, McGraw-Hill Professional;2001.</p> <p>Rosenbaum-Elliott R., Percy L., Pervan S., Strategic Brand Management, OUP Oxford; 2011.</p> <p>Trout P., Innovation Management and New Product Development, Financial Times/ Prentice Hall, 2008.</p> <p>Wheeler A., Designing Brand Identity: An Essential Guide for the Whole Branding Team, John Wiley & Son, 2009.</p>