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| 1. Course code: | Product Management | | | | 1. Course title: | | | | | | MKT 366 | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. in Marketing | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT 261 | | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: H: 10:00AM-11:40AM U 9:00AM-9:50AM, 11:00AM-11:50AM & Online | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Blackboard | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Zafrul Allam | | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Zafrul Allam | | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | X | | | | | Second | | | | |  | | Summer | | | |
| 1. Textbook   New Product Management, Crawford, C. M., and Di Benedetto, A. ISBN-13 9781260575088, McGraw Hill, 2020. 12th Edition | | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (http://www.ac-knowledge.net/uobv3/1) 2. Agile Product Management with Scrum: Creating Products that Customers Love, 1st Edition, Roman Pichler, ISBN: 978-0321605788, 2010. 3. Baker, M. and Hart, S. (2007), *Product Strategy and* *Management*, Prentice Hall (2nd). | | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.):  * Journal of Product Innovation Management. * Journal of Product & Brand Management. * Journal of Marketing Education: https://www.ama.org/publications/JournalOfMarketing | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Product knowledge as an essential issue in modern marketing, is critical for strategic decision and operative decisions; The product policy and its interrelation with other marketing mix elements; define the marketing management scenario; Product management subject is focused since the beginning on strategic and operational marketing issues; Every single variable is to be review from a global to individual perspective; and permanently focused on processes for taking decisions.  . | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | | | |
| Learning goals | | | | a. Knowledge | b. Globalization | | | | c. Skills | | | d. Communication | | | e. Competencies | | | | | f. Values | | |
|  | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | b2: Global Perspective | | c1: Thinking skills | | | c2: Analytical skills | d1: Communication (Writing) | | | d2: Communication (Oral) | | e1: Leadership skills | | e2: Teamwork | f1: Ethics | | f2: Social responsibility |
| 1. Demonstrate the competence to critically evaluate the diverse marketing situations with the latest tools, analytical techniques, and research in product management and identify market opportunities. | | | | ✓ | ✓ | | ✓ | ✓ | |  | | |  |  | | |  | |  | |  |  | |  |
| 2. Apply product and communication design within a competitive market framework to the development and testing of alternative product-market strategies. | | | | ✓ | ✓ | |  |  | |  | | |  |  | | |  | |  | |  | ✓ | | ✓ |
| 3.Demonstrate the ability to deal effectively with organizational and administrative problems concerned with the maintenance of a competitive product line and understand the team dynamics in the process of product development | | | |  |  | |  |  | | ✓ | | | ✓ |  | | |  | |  | |  | ✓ | | ✓ |
| 4.Appreciate that there are alternative approaches to manage a product when facing with different business environments and follow the certain ethical parameters in the product development. | | | |  |  | |  |  | |  | | |  | ✓ | | | ✓ | | ✓ | | ✓ |  | |  |
| 5.Undertake critical thinking to analyze, to design, and to plan for a marketing approach for a new product. | | | |  |  | |  |  | | ✓ | | | ✓ |  | | |  | |  | |  | ✓ | | ✓ |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (2-hour) | Small written assignments & Video & Discussion /CILOs 1,2,4,5 | 15 | 15 % | Continuously in each Live Lecture |
| Engagement Activities (1-hour) | Small written assignments, video & Discussion /CILOs 1,3,5 | 15 | 15 % | Continuously in each Live Lecture |
| Examination/ project/assignment/other | Research Based Project & Student presentations / CILOs 1,2,3,4,5 | 1 | 20% | TBA |
| Case Study | Case study and discussion / CILOs 1,3,4 | 1 | 10% | TBA |
| Final Examination  (Respondus) | CILOs 1,2,3,5  Chapters 7,10,12 &17 | 1 | 40% | TBA |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | | | | | | |
| *Topic Title*  *(e.g., chapter/experiment title)* | | | *Description* | | | |
| Chapter 1:  The Strategic Elements of Product Development | | | The importance of new products, Globalization and new product development, how product development is different, what is a new product and What leads to success? Does this field of activity have a unique vocabulary? Does the field of new products offer careers? The strategic elements of product development, the basic new product process, the other strategic elements, product development in action.  Video Time:  <https://www.youtube.com/watch?v=dggXAQxF_yo>  <https://www.youtube.com/watch?v=jS-rD6HuxIk>  <https://www.youtube.com/watch?v=9YkDDzc6IkM> | | | |
| Chapter 2:  The new Products Process | | | The LEGO new products saga, the phases in new products process, evaluation tasks throughout the new products process, agile product development, speeding the product to the market, what about new services? New-to-the-world products, disruptive innovation, the role of the serial innovator, spiral development and the role of prototypes, the closing thoughts about the new products process.  Video Time:  <https://www.youtube.com/watch?v=NZPosst1D_s>  <https://www.youtube.com/watch?v=W0j9WEcB3xs>  <https://www.youtube.com/watch?v=Cu6J6taqOSg> | | | |
| Chapter 4:  The Product Concept and Ready-Made New Product Ideas | | | Preparation, the Product Concept, approaches to concept generation, important Sources of Ready-Made New Product ideas,  Case Study: Aqua fresh White Trays  Video Time:  <https://www.youtube.com/watch?v=_peYVLYKpEw> | | | |
| Chapter 6:  New Product Ideas: Analytical Attribute Approaches | | | Understanding why customer buy a product? Gap analysis, Tarde-off analysis, qualitative techniques  Case: Rubbermaid  Video Time:  <https://www.youtube.com/watch?v=ehmYbVJ3QqQ>  <https://www.youtube.com/watch?v=8nDTqovEMk4>  <https://www.youtube.com/watch?v=WcQ2xRoKZqc> | | | |
| Chapter 7:  Concept Evaluation and Testing | | | What’s going on in the new products process? The cumulative expenditures curve, planning the evaluation system, The A-T-A-R model, concept evaluation, fit with product innovation charter, concept testing and development, consideration in concept testing research, analyzing research results, conjoint analysis in concept testing,  Case: Dominos  Video Time:  <https://www.youtube.com/watch?v=yiRNcHU2ZGU>  <https://www.youtube.com/watch?v=TxzSuOIBBRo> | | | |
| Chapter 10:  Product Protocol | | | The product protocol, purpose of the protocol, protocol’s specific contents, protocol and the voice of the customer, protocol and quality function deployment (QFD), some warnings about the difficulty of the protocol process,  Case: Product Protocol for Entrepreneurs  Video Time:  <https://www.youtube.com/watch?v=gjZLQCthU5U>  <https://www.youtube.com/watch?v=kW79CcSkoeo> | | | |
| Chapter 12: Development Team Management | | | What is team? Structuring of the team, building a team, managing the team, virtual team, managing globally dispersed team  Case: Ford Fusion  Video Time:  <https://www.youtube.com/watch?v=UYqKaRSW1CI>  <https://www.youtube.com/watch?v=vLqCkj0PvtE>  <https://www.youtube.com/watch?v=RXBXavzW6k4> | | | |
| Chapter 17:  Launch Management | | | What we mean by Launch management, the launch management system, effective innovation metrics, A sample launch management plan, launch management and knowledge concept, product failure.  Video Time:  <https://www.youtube.com/watch?v=W7wdKgi1NCM>  <https://www.youtube.com/watch?v=zceoLJIYaqo> | | | |
| Chapter 18:  Public Policy Issues | | | Bigger Picture a cycle of concern, business attitudes toward product issues, current problem areas, product liability, planning for the product recall, sustainability and the environment, product piracy, designing product for emerging markets, the underlying issues.  Video Time:  <https://www.youtube.com/watch?v=MA8aaFl5tXQ>  <https://www.youtube.com/watch?v=jShM9FhBIpc> | | | |
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| 1. Weekly Schedule | | | | | | |
| *Week* | *Date* | *Topics covered* | | *CILOs* | *Teaching Method* | *Assessment* |
| *1* |  | Introduction  Chapter 1:  The Strategic Elements of Product Development | | 1,2 | *2-hour lecture:* | *Video & discussion* |
| *1-hour lecture* |
| *2* |  | Chapter 1:  The Strategic Elements of Product Development | | *1,2,* | *2-hour lecture* | *Video & discussion* |
| *1-hour lecture* |
| *3* | |  | | --- | |  | | Chapter 2:  The new Products Process | | *1,2,3,4,* | *2-hour lecture* | *Video, case study & discussion* |
| *1-hour lecture* |
| *4* |  | Chapter 4:  The Product Concept and Ready-Made New Product Ideas | | *1,2,5* | *2-hour lecture* | *Video, project & discussion* |
| *1-hour lecture* |
| *5* |  | Chapter 6:  New Product Ideas: Analytical Attribute Approaches | | *1,2,3,4,5* | *2-hour lecture* | *Video, project & discussion* |
| *1-hour lecture* |
| *6* |  | Chapter 6:  New Product Ideas: Analytical Attribute Approaches | | *1,2,3,4,5* | *2-hour lecture* | *Video, project & discussion* |
| *1-hour lecture* |
| *7* |  | Chapter 7:  Concept Evaluation and Testing | | *1,3,4,5* | *2-hour lecture* | *Project, discussion & Final Exam* |
| *1-hour lecture* |
| *8* |  | Chapter 7:  Concept Evaluation and Testing | | *1,2,3,4,5* | *2-hour lecture* | *Project, discussion & Final Exam* |
| *1-hour lecture* |
| *9* | *MID SEMESTER BREAK* | | | | | |
| *10* |  | Chapter 10:  Product Protocol | | *1,2,3,4,5* | *2-hour lecture* | *Video, discussion & Final Exam* |
| *1-hour lecture* |
| *11* |  | Chapter 10:  Product Protocol | | *1,2,3,4,5* | *2-hour lecture* | *Video, discussion &*  *Final Exam* |
| *1-hour lecture* |
| *12* |  | Chapter 12:  Development Team Management | | *1,2,3,4,5* | *2-hour lecture* | *Project, discussion &*  *Final Exam* |
| *1-hour lecture* |
| *13* | |  | | --- | |  | | Chapter 17:  Launch Management | | *1,2,3,4,5* | *2-hour lecture* | *Discussion & Final Exam* |
| *1-hour lecture* |
| *14* | |  | | --- | |  | | Chapter 18:  Public Policy Issues | | *1,2,3,4,5* | *2-hour lecture* | *Video & Discussion* |
| *1-hour lecture* |
| *15* |  | Project Presentation | | 1,3,4,5 | *2-hour lecture* | *Student Presentation* |
| *1-hour lecture* |
| *16* |  | Project Presentation | | 1,3,4,5 | *2-hour lecture* | *Student Presentation* |