

PRODUCT MANAGEMENT SYLLABUS

(Detailed course syllabus)

1. GENERAL INFORMATION

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|--|---------------------------|
| - <i>Title:</i> | PRODUCT MANAGEMENT |
| - <i>Course number:</i> | CLC-MKMA1164E |
| - <i>Specialized Education Courses</i> | |
| - <i>Number of credits:</i> | 3 (40 hours) |
| + Theoretical hours: | 27 |
| + Exercise and discussion hours: | 13 |
| - <i>Prerequisite:</i> | Principles of Marketing |

2. LECTURER'S INFORMATION

Expert/ University Lecture from developed countries

Tutor: Lecturer, Faculty of Marketing, Email: ;

Address: R1305, 13th flr., Building A1, The National Economics University, 207 Giai Phong Road, Hai Ba Trung District, Hanoi, Vietnam.

3. COURSE DESCRIPTIONS

This course seeks to familiarize students with new and existing product management and planning techniques. The course will emphasize the use of market research data for new product development. The role of marketing in a firm to determine, create and deliver value propositions that meet the needs of the customer is studied.

The main topics to be covered in this course are Product portfolio management, Product quality management, brand management, service strategy, packaging; product life cycle management (development, introduction, growth, maturity and decline) . This course also depicts the underlying rationales of product management decisions such as planning, execution, evaluation and adjustment, idea generation, brand name selection, brand equity, and global product planning. This course covers a broad range of marketing and product management concepts and focuses on the applications of product strategies used by marketing managers.

4. LEARNING RESOURCES :

No official textbook

References:

[1] Michael Baker & Susan Hart (2007), "Product strategy and management", 2nd edition, Pearson Education Limited.

[2] Lehmann, D.R. và R.S. Winer (2004), "New Product Management", 4/e: McGraw-Hill/Irwin. [3] Phillip Kotler, Gary Amstrong "Principles of Marketing", Pearson Education Limited, 2018, Chapter 8,9

[4] Truong Dinh Chien (2012), "Quản trị marketing", NEU Publisher.

[5] Lecturer's power point and case studies

5. COURSE GOALS

| Goals | Goals Description | Program learning outcomes | Bloom's Taxonomy |
|-------|---|---------------------------|------------------|
| [1] | [2] | [3] | [4] |
| G1 | Good understanding of product management knowledge in English and Vietnamese. | PLO2.1.1 | II |
| G2 | Being able to see the activities of product management in a business context, in corporation with other business function. | PLO2.1.1 | II |
| G3 | Being able to understand the theory of product management in real case practices in daily life | PLO2.1.2 | III |
| G4 | Being able to understand and analyze the product management campaign of several successful/ unsuccessful local and international companies, make proposed solutions for unsuccessful cases. | PLO2.1.2 PLO2.7.1 | VI |
| G5 | Being able to participate in developing and presenting a product management campaign for an assigned specific product | PLO2.1.2 PLO2.6.1 | III |

6. COURSE LEARNING OUTCOMES (CLO)

| PLO | Course Learning Outcomes (CLO) | CLO Description | Bloom's Taxonomy |
|----------|--------------------------------|---|------------------|
| [1] | [2] | [3] | [4] |
| PLO2.1.1 | CLO1.1.1 | Reproduce key terms and models in product quality management, new product development, managing product in its life cycle | I |
| | CLO1.1.2 | Translate and explain the terms in Vietnamese and English by students' own language. | III |
| | CLO1.2.3 | Perceive the relationship between product management and other functions in business context. | II |
| PLO2.1.2 | CLO1.3.4 | Relate the theory of product management to case studies in real market | II |
| | CLO1.4.5 | Examine campaigns of product management from several companies (local and global), | IV |
| | CLO1.4.6 | Point out the pros and cons from the campaigns that are studied | IV |
| PLO2.6.1 | CLO6.5.1 | Implement team work skills, assign tasks for team members | III |
| | CLO6.5.2 | Support team members, recommend and reflect in the process of completing the group work. | V |

| | | | |
|----------|----------|--|-----|
| | CLO6.5.3 | Demonstrate the group work as a team | III |
| PLO2.7.1 | CLO7.4.1 | Assess the product and the product management campaign. | V |
| | CLO7.4.2 | Develop solutions proposed for the campaigns that are examined | VI |

7. COURSE ASSESSMENT

| Type of Assessment | Content | Week | CLO | Assessment Criteria | Rate (%) |
|-----------------------|--|------|--|---|----------|
| [1] | [2] | [3] | [4] | [5] | [6] |
| Participation | Responsibility | 1-10 | - | Participation | 10% |
| | Ability | | | Interaction (asking questions/answer lecturer's questions) | |
| | Attitude | | | Attitude (respect lecturer and class, respect the class and course regulations) | |
| Individual Assignment | Chapter 1-6 (Choose one product on the market that students think that is needed improvement, point out the reasons and suggest solutions) | 5 | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4;1.4.5; 1.4.6; 7.4.1; 7.4.2 | Knowledge Application | 20% |
| | | | | Evaluation (logical, backed by evidence) | |
| | | | | Creativity/ Problem solving | |
| | | | | Attitude (On time, well presented, follow regulations) | |
| Group project | Chapter 7-13 (Choose a product on the market, develop new product base on that or create a new product and submit a strategic product plan for that product) | 10 | CLO6.5.1; 6.5.2; 6.5.3; 7.4.1; 7.4.2 | Knowledge | 20% |
| | | | | Presentation (slides and presentation skills) | |
| | | | | Teamwork | |
| Final Exam | Chapter 1- 13 | | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4; | Multiple choices or multiple choices complied with writing test | 50% |

8. LESSON PLAN

| Week | Session | Content | CLO | Activities | Assessment |
|------|---------|---|--|--|--|
| [1] | | [2] | [3] | [4] | [5] |
| 1 | 1 | Chapter 1: 1.1. Definition and roles of product management | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class - Practicing/ group discussion on case study | Participation Interaction Discussion |
| | 2 | 1.2. Roles and responsibility of product managers 1.3. Product management decisions in marketing | | | |
| 2 | 3 | Chapter 2: 2.1. Product planning Overview 2.2. Process of product planning | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | Participation Interaction |
| | 4 | Chapter 3: 3.1. Product Portfolio Management 3.2. Current Product Lines Management 3.3. Product life cycle management | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 3 | 5 | Chapter 3: Case study | CLO1.3.4; 1.4.5; 1.4.6 | - Practicing/ group discussion on case /theory | Participation Interaction Discussion |
| | | Chapter 4 4.1. Product quality 4.2. Factors affecting product quality | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class | |
| | 6 | Chapter 4 4.3. Decide the level of product quality 4.4 Quality Management | | - Studying in class - Practicing/ group discussion on case /theory | |
| | | Chapter 5 5.1. Product Packaging Management | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 4 | 7 | Chapter 5 5.2. Supporting service management | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case /theory | Participation Interaction Discussion |

| Week | Session | Content | CLO | Activities | Assessment |
|------|---------|---|--|--|---|
| | | Chapter 6 6.1. Factors affecting the decision on the brand name 6.2. Decisions about products' brand | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| | 8 | Chapter 6 6.3. Brand management | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 5 | 9 | Chapter 6: Case study | CLO1.3.4; 1.4.5; 1.4.6 | - Practicing/ group discussion on case /theory - Hand in the individual assignment | Participation Interaction Discussion Individual Assignment |
| | | Chapter 7 7.1. Product development overview 7.2. Product development strategy | | - Studying in class | |
| | 10 | Chapter 7 7.3. Process of new product development | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case /theory | Participation Interaction Discussion |
| | | Chapter 8 8.1. Building new product ideas | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 6 | 11 | Chapter 8 8.2. Select ideas for new product development | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case /theory | Participation Interaction Discussion |
| | 12 | Chapter 9 9.1. Construct the concept of new products 9.2. Test new product idea | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 7 | 13 | Chapter 9 9.3. Analysis of new product business project | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class - Practicing/ | Participation Interaction Discussion |

| Week | Session | Content | CLO | Activities | Assessment |
|------|---------|--|--|---|--|
| | | 9.4. Teamwork in Product Management | 1.3.4 | group discussion on case /theory | |
| | | Chapter 10 10.1. Actual product development | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| | 14 | Chapter 10 10.2. New products testing | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case /theory | |
| 8 | 15 | Chapter 11 11.1. Launching strategy and plan 11.2. Testing Sales 11.3. Officially launching | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | Participation Interaction Discussion |
| | 16 | Chapter 11 11.3. Officially launching | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Practicing/ group discussion on case /theory | |
| | | Chapter 12 12.1. Product growth management | CLO1.1.1; 1.1.2; 1.2.3; | - Studying in class | |
| 9 | 17 | Chapter 12 12.2. Product maturity management | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case study/ theory | Participation Interaction Discussion |
| | 18 | Chapter 13 13.1 Overview of product elimination 13.2 Product elimination decision making 13.3. Elimination execution | CLO1.1.1; 1.1.2; 1.2.3; 1.3.4 | - Studying in class - Practicing/ group discussion on case study/ theory | |
| 10 | 19 | Group Presentation | CLO6.5.1; 6.5.2; 6.5.3; | - Group Presentation | Participation Group Presentation |
| | 20 | | 7.4.1; 7.4.2 | | |
| 15 | | Final Exam | CLO1.1.1; | | Exam |

| Week | Session | Content | CLO | Activities | Assessment |
|------|---------|---------|----------------------------|------------|------------|
| | | | 1.1.2; 1.2.3; 1.3.4; | | |

9. COURSE REQUIREMENT & EXPECTATION

9.1 Requirements

- Participation:
 - o Be on time
 - o Not only class attendance, students need to displays a positive attitude in class and actively and attentively follows the lectures and the contributions of fellow classmates. Student contributes to class by offering ideas, asking questions and attempting to answer questions
- Must not disturb the class and classmates by personal activities (such as using mobile phone, laptop or any electronic devices, eating in the class)
- The use of laptop/ calculator in class must be only for studying purpose
- Conditions to attend the final exam:
 - o Maximum 30% of absence in class
 - o Submit the individual assignment and participate in the group presentation
 - o The grade of group assignment is 5 and over

9.2 Expectation

- Students understand well the knowledge of all aspects in Product Management theory.
- Students are familiar with new and existing product management and planning techniques. They understand the use of market research data for new product development, the role of marketing in a firm to determine, create and deliver value propositions that meet the needs of the customer. They also are able to evaluate the marketing campaigns of several successful international companies.
- Students will develop a solid understanding of marketing issues, models and practices.

**INSTITUTE OF ADVANCED
EDUCATIONAL PROGRAMS AND
POHE**

DEPARTMENT

LECTURER

Pham Thi Huyen