

PRODUCT MANAGEMENT SYLLABUS

(Detailed course syllabus)

1. GENERAL INFORMATION

- <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

Tran Thi Viet Ha, Lecturer, Faculty of Marketing

Email: hattiv@neu.edu.vn; 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	V

		group work.	
	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 and 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 1.2. Roles and responsibility of product managers 1.3. Product management decisions in marketing	CLO1.1.1; 1.1.2; 1.2.3;	- Studying in class - Practicing/ group discussion on case study	Participation Interaction Discussion
	2				
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

**Associate Prof. PhD Pham Thi
Huyen**

Tran Thi Viet Ha (MBA)