

Product management (EM054M39B1)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Product management : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Marketing
Year	2017
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	45

Coordinator

Asma KILANI

Lecturers

Instructor	Population	Email
Asma KILANI	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

Description

The course is designed to provide an understanding of the requirements, issues and tools involved in managing existing products/ services. The course

also approaches developing new products and introduces the issue of innovation. Strategy, management and marketing issues will be covered.

Educational organisation

In class

Lectures

Assignments

Readings

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** a product concept
- **Discuss** the key strategic issues of NPD
- **Recognize** managerial implications
- **Criticize** classical product management tools
- **Appraise** Define a product concept Discuss the keys strategic issues of NPD Use the tools presented to make strategic decisions Appraise the drivers of product success
- **Appraise** the drivers of product success

Outline

S1 The product in theory

What is a product? How to classify a product? How do consumers discriminate between products?

Concepts: Role of branding, Copeland's classification, core product/ actual product / augmented product, product vs service

S2 Product strategy

How to achieve and maintain a competitive advantage? How to manage the product-mix?

Concepts: Product life cycle, Experience curve, BCG matrix, McKinsey.

S3 Organisation for New Product Development

Business strategy for NPD and business process for NPD.

Basic knowledge: the pioneer advantage (does it exist?), radical vs incremental innovation, product management life cycle model.

S4 New product strategy

What are the drivers of product innovation?

Concepts: creativity vs innovation, lead user, open innovation, co-creation

S5 Product testing

How to test a product concept?

Concepts: experiment in class

S6 Product launch

The 3A's of product launch: How to arrange, activate, announce a product launch? How to evaluate a product success?

Concepts: impact of pre-announcement, communication tools, some product performance metrics.

Prerequisites

Key concepts to understand :

No pre-requisites are required but some basic knowledge on marketing, management and strategy would be helpful.

Knowledge of :

Some basics in marketing, strategy and management.

Teaching material

Documents in all formats

- Transparencies in paper format
- Worksheets
- Guide
- Case studies

Recommended reading

Major works :

Baker Michael and Hart Susan (2007), Product Strategy and Management, FT/Prentice Hall, 2nd Edition.

Crawford and Di Benedetto (2011) New Products Management, McGraw-Hill.

Further reading :

Research articles and case studies provided in class.

Research works by EM Strasbourg :

Assessment

Final assessment : exam week

written (120 min) / individual / English / weighting : 70%

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.