

Subject Code: 1MS2020455	Subject Title: Product Management
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1. Course Objectives and Outline:

This course on Product Management focus on marketing planning process, market analysis and leads to prepare successful marketing plan. It further covers importance of product objectives and development of product strategy. It enables the student to understand day to day responsibilities related to product level decisions considering various aspects of the competition.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4			4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Introduction to Product Management; Marketing Planning Process, Components of marketing plan; Defining Competitive Set Levels of market competition, methods for determining competitors, competitor selection	12	25%
2	Category Attractiveness Analysis Aggregate market factors, Category factors, Environmental analysis; Competitor Analysis Sources of information, assessing competitor's objectives & strategies, Differential advantage analysis, Predicting future strategies; Customer Analysis	12	25%
3	Market Potential and Sales Forecasting Market potential, methods for market estimation, Sales forecasting; Developing Product Strategy Elements of product strategy, selection of strategic alternatives, Positioning, Product strategy over the PLC; New Products Product modification, line extensions, Testing of new products, Brand extensions, Really new products	12	25%
4	Product Pricing Decisions; Advertising Decisions; Decisions for Product Promotions; Product Distribution Channel Management; Customer Relationship Management; Financial Analysis for Product Management; Marketing Metrics	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments. Students may also be assigned real market visit and required to submit an assignment which will be part of their continuous evaluation process.

5. Suggested Readings

a. Books

- 1 Product Management; by Lehman D., Winer R.; Tata McGrawHill
- 2 Product Strategy & Management; by Baker M., Hart S.; Pearson Education

b. Journals/Magazines

- Journal of Product and Brand Management by Emerald Insight
- Journal of Product Innovation Management by Wiley Online library

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment Depending on the need and objectives of the subject, internal assessment should include minimum three of the following subcomponents; <i>Class Test, Quiz, Assignments, Case Presentation, ClassParticipation, Projects, Team/Individual Assignments.</i> The weightage of a subcomponent should not exceed 50% of internal assessment component weight. The bifurcation of subcomponents shall be communicated by the instructor before commencement of the academic sessions.	40%