

(9) Product Planning and Management – BMGT4053

1.	Name of Course					Product Planning and Management				
2.	Course Code					BMGT4053				
3.	Name(s) of academic staff									
4.	Rationale for the inclusion of the course/module in the programme					<p>Product development is the process by which a company does one of two things: 1) creates an entirely new product that either adds to an existing product line or occupies an entirely new niche; 2) modifies or updates an existing product. Successful product development is essential for any business if it hopes to exist for any length of time.</p> <p>New products, whether they take the form of new applications, new innovations, or entirely new goods, are an essential component of business success. Everyone in industry knows that new products are essential for viability: If companies do not continue to grow, they shall perish. To grow, a company must continue to learn (research) and to make a difference in its industry (pioneer)</p>				
5.	Semester and Year offered					1/2				
6.	Total Student Learning Time (SLT)		Face to Face				Total Guided and Independent Learning			
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Independent study=70 hours			
			4 2	1 4			Total =126			
7.	Credit Value					3				
8.	Prerequisite (if any)					Principles of Marketing				
9.	Objectives: This course seeks to provide a systematic coverage of product planning concepts and methods. Specific emphasis is given on the planning and management of new, as well as mature products based on practical marketing strategies.									

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Understand the basic idea and various concepts related to product planning and development process. New product, new services, business-to-business products and international product.• Understand the various aspects of strategic planning for identification and selection of new products.• Understand the concept generation, management's role in making creative people• Generate concepts for problem-based ideation and analytical attributes• Draft critical and special issues in product development and launch issues
11.	<p>Transferable Skills:</p> <ul style="list-style-type: none">• To enhance the student's ability in applying demand analysis and segmentation techniques in the process of new product development.• To develop the student's ability for managing the firm's marketing efforts directed to new product development• Provide a framework for understanding business marketing strategy development and, thereby, provide the student with decision-making capabilities in the field.
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions• Case Studies• Student-Lecturer discussion• Collaborative and co-operative learning• Workshops and Training Seminars• Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none">• Ongoing quizzes• Midterm tests• Performance Assessment (Participation, project, Assigned exercises)• Case Presentations

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13.	<p>Synopsis:</p> <p>New products and services are critical to successful growth and increased profits in many industries. In this course, we take the marketing philosophy that new products and services will be profitable if the extended product provides customers with highly valued benefits. Customers evaluate products relative to their perceived needs. They purchase those products that provide the best value; e.g., the product benefits compared to the price. If a firm can deliver these benefits effectively and efficiently, then long-run sales at a fair price should be profitable for the firm.</p> <p>The goal of this course is to help students learn how to use state-of-the-art management techniques to identify markets, develop new product ideas, measure customer benefits, and design profitable new products. The main focus during the course will be on marketing concepts; thus, the course will specifically concentrate on market measurement and the use of that information to develop the benefit targets for the new product. The course will deliver techniques to interface the marketing function with the functions of R&D, design engineering, and manufacturing. The course will be relevant to students who expect to work directly in brand or product management as well as those whose interests are in general management and consulting.</p>																				
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions																				
15.	<p>Assessment Methods and Types:</p> <p>The assessment for this course will be based on the following:</p> <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>							Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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Total	100%																				
16.	<p>Mapping of the course/module to the Programme Aims</p> <p>The individual course is mapped to the programme aims using a scale of one to five where (One being the least relevant/related and five being the most relevant/ related).</p> <table><tr><td>A1</td><td>A2</td><td>A3</td><td>A4</td><td>A5</td><td>A6</td></tr><tr><td>4</td><td>3</td><td>4</td><td>3</td><td>4</td><td>3</td></tr></table>							A1	A2	A3	A4	A5	A6	4	3	4	3	4	3		
A1	A2	A3	A4	A5	A6																
4	3	4	3	4	3																

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17.	<p>Mapping of the course/module to the Programme Learning Outcomes</p> <p>The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).</p>											
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
	3	4	4	2	2	2	2	2	2	2	2	4
18.	Content outline of the course/module and the SLT per topic											
	WEEK	Details						SLT				
								L	T	Indep.	Total	
	WEEK 1	Introduction to Business Marketing Perspective <ul style="list-style-type: none"> Business Marketing Business Marketing Management Cross-functional relationships Characteristics of Business Markets Contrast of Business and Consumer Marketing Business Market Customers Classifying Goods for the Business Market Business Marketing Strategy 						3	1	5	9	
	WEEK 2	The Business Market: Perspectives on the Organizational Buyer <ul style="list-style-type: none"> Introduction to Commercial enterprises, government units, institutions Characteristics of Commercial Enterprises Characteristics of Government buying Characteristics of the Institutional Market Dealing with diversity: A market-centered organization Organizational Buying Behavior <ul style="list-style-type: none"> Model of the organizational buying process Forces Shaping Organizational Buying Behavior Major Elements of the Organizational Buying Process 						3	1	5	9	

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	WEEK 3	Customer Relationship Management Strategies for Business Markets <ul style="list-style-type: none"> Relationship Marketing Buyer-Seller Connectors Managing Buyer-Seller Relationships Customer Relationship Management Gaining a customer relationship advantage 	3	1	5	9
	WEEK 4	E-Commerce Strategies for Business Markets <ul style="list-style-type: none"> Defining E-Commerce Key Elements Supporting E-Commerce The Strategic Role of E-Commerce Crafting an E-Commerce Strategy Internet Strategy Implementation 	3	1	5	9
	WEEK 5	Segmenting the Business Market <ul style="list-style-type: none"> Business Market Segmentation Requirements and benefits Bases for Segmenting Organizational Markets Model for Segmenting the Organizational Market Implementing a Segmentation Strategy 	3	1	5	9
	WEEK 6	Business Marketing Planning: Strategic Perspectives <ul style="list-style-type: none"> Market-driven organizations The Components of a Business Model Marketing's Strategic Role Creating Strategy in High-Technology Industries Marketing's Cross-Functional Relationships The Business Marketing Planning Process 	3	1	5	9
	WEEK 7	Business Marketing Strategies For Global Markets <ul style="list-style-type: none"> Drivers of Globalization International Market-Entry Options General Framework for Global Strategy 	3	1	5	9

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	WEEK 8	Managing Products for Business Markets <ul style="list-style-type: none"> Managing Products for Business Markets Product quality Product Policy Planning Industrial Product Strategy Managing Products in High-technology Markets 	3	1	5	9
	WEEK 9	Managing Innovation and New Industrial Product Development <ul style="list-style-type: none"> The Management of Innovation Managing Technology The New Product Development Process Determinants of new product performance and timeliness 	3	1	5	9
	WEEK 10	Managing Services for Business Markets <ul style="list-style-type: none"> Business Services: Role and Importance Service quality Marketing Mix for Business Services Developing New Services 	3	1	5	9
	WEEK 11	Managing Business Marketing Channels <ul style="list-style-type: none"> The Business Marketing Channel Participants in the Business Marketing Channel Channel Design Channel Administration International Business Marketing Channels 	3	1	5	9
	WEEK 12	Managing the Industrial Pricing Function <ul style="list-style-type: none"> The Meaning of Price in Business Markets The Industrial Pricing Process Pricing Across the Product Life Cycle Responding to Price Attacks by Competitors Competitive Bidding 	3	1	5	9

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	WEEK 13	Business Marketing Communications & Managing the Personal Selling Function <ul style="list-style-type: none"> • The Role of Advertising • Managing Business-to-Business Advertising • The Power of Internet Marketing Communications • Measuring Advertising Effectiveness • Managing Trade Show Strategy • Foundations of Personal Selling: An Organizational Customer Focus • Managing the Sales Force • Models for Industrial Sales Force Management 	3	1	5	9
	WEEK 14	Organizational Demand Analysis <ul style="list-style-type: none"> • Using the Internet for business marketing research • Determining Market and Sales Potentials • The Essential Dimensions of Sales Forecasting • Forecasting Method 	3	1	5	9
		Total	4 2	1 4	7 0	12 6
19.	Main references supporting the course: C. Merle Crawford and C. Anthony Di Benedetto; <i>New Products Management</i> , Latest edition, Irwin/McGraw Hill.					
	Additional references supporting the course: 1. Karl T. Ulrich and Steven D. Eppinger; <i>Product Design and Development</i> , Latest edition, Irwin/McGraw Hill. 2. Glen L. Urban and John R. Hauser; <i>Design and Marketing of New Products</i> , Latest edition, Prentice Hall					
20.	Other additional information All related subject materials will be available to the students during the period of the course					