

PRODUCT MANAGEMENT 2019/20

CONTENT OF LECTURES

Lecture 1: Introduction into product management

Content: characteristics, content, functions and organisation, importance and role in marketing,

Lecture 2: Product manager and its position

Content: Product manager and its role – product manager function, brand manager, its role in company, main task, organisation and evaluation

Lecture 3: Product and product related decisions

Content: Product, product definition, core of product, product description, attributes, analytic tools and instruments

Lecture 4: Product portfolio and programme policy

Content: Production programme, market and production requirements, economics and programme policy, relation among products and product lines, cannibalisation, decision about product in product lines.

Lecture 5: Understanding of product market specifics – competition analysis

Content: Product definition, competitiveness of products, analysis of products and search of competitive advantage, product innovation

Lecture 6: Product market related decision and overall company strategy

Content: Overall situation of market, market competition, competitive strategy of company, market segmentation, consumer behaviour traditional approach

Lecture 7: Consumer as part of strategic decision by product management

Content: Consumer and its behaviour, theories of consumption, perception of product and quality of goods, consumer behaviour, consumer segmentation.

Lecture 8: Innovation and new product development

Content: Innovation process importance of innovation in modern economy, typology and classification of innovation, impact of innovation on society

Lecture 9: Branding decision process

Content: Brand strategy, brand name search, different brand types, brand development, brand equity, trademark, intellectual property rights and its use, brand sponsoring, independent brands.

Lecture 10: Product quality position in product strategy

Content: Quality definitions, different perception of quality, products, services, differences and opportunities of use, impact on competitive advantage, impact on customer satisfaction, impact on economy and commerce.

Lecture 11: Product communication in public

Content: Marketing promotion and different instruments, promotion strategy and goals of marketing communication, different aspects of communication and advertising, quality in communication and promotion.

Lecture 12: Production process and product related strategy and pricing aspects of product related decisions

Content: Production process, classification of production, impact on product strategy and product supply, production capacity and capacity planning, mass customization and use.

Lecture 13: Organisation of product related decision.

Content: Product management as part of company organisation, including product management into company structure

PRODUCT MANAGEMENT 2019/20

CONTENT OF SEMINARS

Seminar 1: Introduction, description of tasks and content.

Homework: Students expectations and tasks.

Seminar 2: Team roles and work plan preparation.

Content: Belbins team roles and Gantt diagram [http://www.staffsquared.com/
http://www.eatyourcareer.com/2012/08/quiz-are-you-a-team-player/](http://www.staffsquared.com/http://www.eatyourcareer.com/2012/08/quiz-are-you-a-team-player/)

Seminar 3: Product concept and new product proposal

Content: Presentation of individual product suggestion

Seminar 4: Team building and team task decisions

Content: On the base of selected information about market situation and market analysis

Seminar 5: Product portfolio analysis

Content: on the base of market research information characterize situation of company and made suggestion of further decisions.

Seminar 6: Use of instruments for market and portfolio analysis

Content: Examples of case

Seminar 7: Competition and cooperation in the business

Content: Case study about relation between company Microsoft and Apple. On the base of the case study, prepare answer to given questions and tasks

Seminar 8: Consumer behaviour and adaptation of marketing segment for target market

Content: Target segment requirements and its adaptation by product strategy

Seminar 9: Product branding.

Content: Creation of brandname and brand strategy by different products

Seminar 10: Product in advertising campaign

Content: Different forms and decision concerning product communication, use of public relation for product. Presentation of case study (Kofola), example of social advertising

Seminar 11: Economic aspect of product related decision

Content: Case study at internet, answer question and make suggestion to alternatives proposed by the employers.

Seminar 12: Presentation of semester paper,

Content: Presentation of semester papers

Seminar 13: Presentation of semester paper, trial test and course feedback

Content: Presentation of semester papers, feedback, final evaluation

Exam and evaluation

Evaluation criteria:

		Output	Max. points	Time
A	Participation and activity at seminars	Evidence	20 p.	During whole semester
B	Exit trial tests	10 question open and closed question	20 p.	Last week of semester
C	Semester paper	Written paper	40 p.	According time schedule
D	Presentation of paper	Oral presentation	20 p.	During the semester
E plus	Open question to trial test	3 questions	10 p.	Last week of semester
F plus	Essay „working in team environment“	3-4 pages	10 p.	Last week of semester

A) Participation and activity (20 points) .

Base is participation at seminars (max. 10 pp.), activity by tasks solution (max. 10 pp.) and other forms of activity. Part of activity will be result of student evaluation, i.e. by proposal presentation, personal presentation etc.s

B) Exit trial test (20 points) .

In similar structure as entrance tests 3 open questions, 3 questions with one correct answer and 4 multichoice questions.

C) Semester paper

Name of semester paper

Product related decision process *for selected product in selected industry from selected company*

- Paper will be prepared by group of **3-4 persons representing at least students from two countries or of two different mother languages**. One member is selected as team leader and is responsible for organization and co-ordination of work on project. This person is as well communicating problems of elaboration with lecturer.
- Team works on paper whole semester
- Paper should have about 6 pages per one team member, approximately 15-30 pages whole.
- Team leader based on agreement with other members can propose unequal distribution of points for member working more (or less) on preparation of paper (i.e. 2 students + 2 and 2 students -2 points to paper evaluation.
- Content of semester project creates for individual student part of knowledge for written exam.
- Semester paper is based on answers on question and task set by material available on internet.

PRODUCT MANAGEMENT 2019/20

- It is obligatory submit one printed form of semester paper. It is recommended to provide one copy in electronic form (per e-mail or on DVD/CD disc).
- Deadline for submission of semester paper is before written exam. Paper will be evaluated in three weeks!!!

• Information value - used sources of information and quantity of obtained information	11
• Analytic part , use of instrument and tools, analysis of situation	11
• Strategic aspect , proposals, results, personal value added	11
• Formal outlook , printing, citation and use of information , language quality	7
Summe	40

D) Presentation of semester paper

- Semester paper presentation takes part during last two week of semester on seminars.
- Presentation aim is elaborate content of paper and present in interesting form. Presentation should inform about preparation and content of paper, main findings by situation analysis and proposal for improvement.
- One paper can be presented only once by whole team or its part. Every member of presentation must participate actively in presentation. Team mebers who will not participate in presentation must pass other form of exam.
- Team must decide if they will present paper until 7 week of semester. Later is application for presentation not possible only change from presentation to alternative form.
- Time for presentation is among 15-20 minutes according the number of presented papers and time available for presentation.
- For presentation will be basic equipment available (notebook , projector).

Evaluation criteria of presentation

• Formal form of presentation- quality of prepared materials	6
• Internal quality of presentation -ability point out most important and most interesting paper findings and results, ability react on question and comments	7
• Personality – individual appearance of person- presentation, behaviour, individuality, personality	7

E) Plus Open question (10 points) .

This task is voluntary and is above the requirements. Beside trial test can student answer three additional problem oriented open questions requiring at least one paragraph, section answer. Time for test is by fulfilment of these tasks not influenced.

E) Plus ESEJ: Experience from team work – max. 10 points

This task is voluntary and is above the requirements. Essay aim to create feedback for students about experience of work into group which consists from students from different countries and

PRODUCT MANAGEMENT 2019/20

adaption of theoretical information about management, product management into practical topic of paper creation.

Requirements and evaluation:

Essay combines scientific expert language with individual perception and sensitive presentation. It reflects experience, thoughts and opinion about teamwork obtained not only during the work on semester paper. Student can include into evaluation results of Belbin tests for member of the team or other experience from study and student life. All concerns should concentrate on managerial and leadership competences of other students in team.

Essay is prepared individually, is confident and content will not be published. Expected size is about 4-6 pages. I please to keep formal appearance as it is expected. Printed, bind at least with staples and with page number.

Evaluation of the essay is based on following criteria

• Expert value , use of theoretical background, sources and use of professional terminology	3
• Literature value , personal impact, reflection, argumentation and reasoning, essay approach	4
• Forma appearance keeping the requirement for formal form of paper, citation principles etc.	3
Together max.	10

EVALUATION:

marks are in accordance with overall principles used by University of Economics

ALL MATERIALS AND INFORMATION NECESSARY FOR EXAM PREPARATION ARE OR WILL BE AVAILABLE AT INTERNET PAGE OF SUBJECT. ABOUT ADDITIONAL INFORMATION CAN STUDENT BE INFORMED FROM INTERNET PAGE, OR FROM THE TEACHER!