

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Product Management
Code and Number	:	MKTG 4246
Credits	:	Three (3)
Academic Term	:	
INSTRUCTOR	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Analysis of strategies and the development of products or product lines. It includes the management of brands. Emphasis on planning, organizing, executing, directing, and controlling the marketing components to achieve product success. Prerequisite: MKTG 2220.

III. OBJECTIVES

It is expected that, upon completion of the course, the student will be able to:

1. Identify common problems and situations faced by the manager in handling products and product lines.
2. Indicate the process of development of a good or service from its conception to the post-sale.
3. Emphasize the importance of offering value to the consumer when planning and designing a product.
4. Analyze markets and the viability in the development of new products.
5. Evaluate pricing, distribution, and communication strategies in the management of products or product lines.

IV. CONTENT

- A. Market Planning and Strategy Development Process
 - 1. Brands and brand strategies
 - 2. Development of the “Brand Equity”
 - 3. New product development processes
 - 4. Packaging and labeling of products
 - 5. Analysis of competitiveness as part of strategic planning for product management
 - 6. The product mix
 - 7. Product life cycle
 - 8. Types and levels in products

- B. Innovation strategies in product development
 - 1. Planning and placing techniques on the market
 - 2. Organization of new products
 - 3. Management of services
 - 4. Product innovation

- C. Planning and designing value
 - 1. Effective product design
 - 2. Production timing
 - 3. Material selection
 - 4. Value proposition canvas

- D. Market analysis and Measurements
 - 1. Target market Analysis
 - 2. Measurement of markets

- E. Product and Products line strategies
 - 1. Determination of pricing, distribution, and communication strategies
 - 2. Determination of projections
 - 3. Budget planning and new product development
 - 4. Implementation and control of product management

V. LEARNING ACTIVITIES

- A. Lectures by the professor
- B. PowerPoint presentations
- C. Teamwork
- D. Movies or videos
- E. Individual and group projects
- F. Demonstrations and Practice Exercises (Assignments)
- G. Case analysis
- H. Internet search

VI. EVALUATION

Activities	Score	% of the Final Grade
1. Exam 1	100	30
2. Exam 2	100	30
3. Strategic Product Management Plan	100	30
4. Miscellaneous Notes (Short Test, Assignment, etc.)	<u>30</u>	<u>10</u>
Total	330	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have consequently, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic

excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATION RESOURCES

Suggested textbook(s)

Crawford & Di Benedetto (2020). New Product Management. (12th Ed. 2020). New York: McGraw-Hill. www.chhe.com

Secondary readings

1. Newspapers
2. Trade magazines

Digital resources

www.productmanagementtoday.com

www.productfocus.com (journals)

www.marketingpower.com American Marketing Association

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.salesandmarketing.com - Sales and Marketing journal

www.adacritic.com - Advertising Critic from Creativity Magazine

www.marketingpower.com - American Marketing Association

www.adage.com - Advertising Age

www.adweek.com - Advertising Week

www.dictionary.com – business dictionary

www.acnielsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.elpais.com – Spain newspaper

www.mercadeo.com – marketing magazine

www.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

IX. BIBLIOGRAPHY (OR REFERENCES)

Supplementary readings

Altunel, H. (2017): Product Life cycle Based Project Management Model, *Journal of Modern Project Management*, Jan-Apr., p. 42-49.

Cai, W., Chen, Y. J., (2017): Channel Management and Product Design with Consumer' Probabilistic Choices, *International Journal of Production Research*, Vol. 55, Issue 3, p. 904-923.

Canto Primo, M., Gil-Saura, I. & Frasquet-Deltoro, M. (2020). The role of marketing and product design in driving firm's performance, *Journal of product & Brand Management*, Vol. 30, Issue 2. doi/10.1108/JPBM-07-2019-2477

<https://www.emerald.com/insight/content/doi/10.1108/JPBM-07-2019-2477/full/html>

Chisa, E. (2013): Evolution of the Product Management, *Communication of the ACM*, Vol. 57, Issue 11, p. 48-52.

Choi, H., Ko, E, Kim, E. & Mattila, P. (2015): The Role of Fashion Brand Authenticity in Product Management: A holistic Marketing approach, *Journal of Product Innovation Management*, Vol. 32, Issue 2, p. 233-242.

Cui, A. & Wu, F (2017): The Impact of Customer Involvement on New Product Development: Contigent and Substitutive Effects, *Journal of Product Innovation Management*, Vol. 34, Issue 1, p. 60-80.

Drechler, W., Natter, M. & Leeflang, P. (2013): Improving Marketing's Contribution to New Product Development, *Journal of Product Innovation Management*, Vol. 30, Issue 2, p. 298-315.

Grimpe, C., Sofka, W., Bhargava, M. & Chatterjee, R. (2017): R&D, Marketing Innovation and New Product Performance, *Journal of Product Innovation Management*, Vol. 34, Issue 3, p. 360-383.

Ilkka, D. M., Donaghue, L. T. & Jorma, J. P. (2018): Product Lifecycle Management Framework for Business Transformation, *Scientific Journal of Logistic*, Vol. 14, Issue. 3, p. 293-303.

Iyer, P., Davari, A., Srivastava, S. & Paswan, A. K. (2020). Market orientation, Brand management processes and brand performance, *Journal of Product & Brand Management*. doi/10.1108/JPBM-08-2019-2530
<https://www.emerald.com/insight/content/doi/10.1108/JPBM-08-2019-2530/full/html>

Jae, Y. C., Jungwoo, S. & Jongsu, L. (2013): Strategic Management of New Products: Ex-ante simulation and market segmentation, *International Journal of Production Research*, Vol. 55, Issue 2, p. 289-314.

Scheng C. L. & Jame T. & kai-Ping, H. (2017): Consumer perception and preference on product packaging, *International Journal of Organizational Innovation*, Vol.9, Issue 3, p. 3-15.