

King Saud University
College of Business Administration
Department of Marketing

Syllabus

PRODUCT MANAGEMENT
2nd Semester 1438-1439
MKT 455

Instructor: Dr. Mahmoud Saleh

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Office hours: Please refer to the schedule

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Course Description:

In commerce, as in life, our basic and primary objective is to survive. This survival becomes all the more challenging in turbulent environment businesses usually operate in. The survival of any firm depends on; its ability to adapt to the changes confronting them and to compete. Product strategy is fundamental to a firm's competitiveness. **Product management** help firms achieve and sustain market competitiveness.

Product strategy lies at the very heart of the firm's overall strategy and therefore must occupy a dominant, if not the dominant, position in the firm's thoughts and actions. This course provides knowledge and understanding of the nature and practice of product strategy and management that is an underlying element in the development of professional managers. The course will be divided into four major parts:

Part I: The theoretical foundation
Part II: Product management
Part III: New product development
Part IV: R&D Management

Prerequisite for this course: MKT 201.

Course Objectives

The main objectives of this course are:

- To establish the nature and importance of product strategy and management
- To know the concepts that governs the discipline of product management
- To introduce the concept of product life cycle (PLC), and to use it as an analytical framework
- To review strategies involved in product portfolios

- To describe how new product development process is managed

Course Learning Outcomes

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

- Describe the concepts related to product management
- Recall different models of new product development process and understand them
- Apply conceptual knowledge to develop strategies to build and defend new products.
- Analyze how firm’s commitment to new product development serves to strengthen a brand.

Required Text Book:

Baker, Michael & Hart, Susan (2007). *Product Strategy and Management*. 2nd ed. Prentice Hall.

Additional Readings:

- Crawford, Merle & Di Benedetto, Anthony (2011). *New Products Management* (10th Ed.). McGraw-Hill: Irwin.
- Extra reading material to be provided during the commencement of classes.

Pedagogy

Mixed or hybrid teaching method will be used. Multiple teaching tools will be employed - lectures, slides, class discussions, case studies, report writing and group projects and presentations. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give information that can’t be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety.

The more you participate – by sharing examples, opinions, and experiences – the more valuable, and interactive, this class will be for all of us. We will learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

Grading

- Midterm I during class time	20%
- Midterm II during class time	20%
- Individual case study quiz	5%
- Team project report	5%
- Project presentation	5%
- Class attendance and participation	5%
- Final Exam According to the college Schedule	40%
- Total	100%

Semester Grade

The final grade will be awarded as follows:

A+ = 95 % and above C+ = 75 – 79% F = 59% and below

A = 90.0 – 94% C = 70 – 74%

B+ = 85 – 89% D + = 65 – 69%

B = 80 – 84% D = 60 – 64%

Midterms

Each exam will cover chapters from the assigned readings from the textbook, Power Point Slides, and from the case studies. Midterms may consist of multiple choices, true/false, fill in the blanks and essay type questions which measure the ability to know and apply principles and concepts of product strategy and management.

Make-up exams are not permitted except in cases of verified emergencies or other special circumstances, and the burden of producing verification would be yours. In such cases, you must still notify me at the earliest possible opportunity, and submit evidence to document the special circumstances (do not wait to be asked to do so). Make-up exams will be held in the last week.

Case Studies

Students will analyze case studies in class, summarize the cases and answer a case quiz individually. Cases and the relevant reading material will be made available through Blackboard/LMS.

Team project & project presentation

Students will work in teams and will work on a new topic related to the subject – *Open innovation and stage gate process* (a model for new product development). Then each group will present their work in a form of a report to be turned in, and will also prepare a presentation of the same work.

Attendance and participation

Attendance and participation are important parts of the learning environment in this class. It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination. Important information and skills are learned in the classroom setting; try not to miss class.

Academic policy

Academic honesty means doing one's own work and giving proper credit to others work and thought one may draw upon. Two important types of academic misconduct are cheating and plagiarism.

Course Schedule

Week	Topics	Topics and Assignments
1	Syllabus	Introduction to the course
2,3	Topic 1	The product in theory & practice
3,4	Topic 2	Brand management
5,6	Topic 3	Buyer behavior
7	Topic 4	The product life cycle (PLC) in theory & practice
Mid 1 Exam:		
8,9	Topic 5	Ansoff Matrix product Management
10	Topic 6	Product portfolios
11	Topic 7	Managing new product development process
Mid 2 Exam:		
12	Topic 8	Idea management for new product development
13	Topic 9	R&D management
14	Topic 10	Managing R&D projects
15		Group Project Presentation
Final Exam		

Try to enjoy the journey in order to give excellent results.

Diligence is the Mother of Good Luck 😊