



Cod. 30224 – PRODUCT MANAGEMENT

COURSE CONTENTS A.Y. 2012-2013

Class: 31- English teaching

Teachers: Prof. Gaia Rubera, Prof. Caleb Warren

Date	Hours	Room
Tuesday	16.15-17:45 18:00-19:30	33

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

Course Description and Objectives:

New Products and Product Management deals with the marketing of new products at all stages of the product life cycle. This course covers relevant theories, methods and tools that help product managers to succeed with new products in the market.

The structure of the course follows the logic of a marketing plan consisting of the four key elements: I) background analysis, II) product strategy formulation III) new product development and IV) marketing mix decisions. The course heavily stresses action-based learning; most of the time class is prepared, presented, and discussed by students. Therefore, this class is very interactive and on top it delivers great opportunities to practice and improve professional presentation skills.

Course Material:

Attending students

- Textbook: Lehmann and Winer, Product Management, 4th edition (2005), McGraw-Hill/Irwin
- Teaching Slides / Class Notes & Discussions

Non - Attending students

- Textbook: Lehmann and Winer, Product Management, 4th edition (2005), McGraw-Hill/Irwin

Detailed Description of Assessment Methods

Attending students

- 50% of the grade will be composed of project work during semester
- 50% of the grade will be composed of a final, written exam

Date*	Hour	Methods
10/01/2013	11 am	Final Exam
29/01/2013	4.30 pm	
12/04/2013	4.30 pm	
10/09/2013	4.30 pm	

****Dates and times could vary: please check on Bocconi's website or on the yoU@B***

Non - Attending students

- 100% of the grade will be composed of a final, written exam

<i>session</i>	<i>Lesson/ Exercise</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
1	L	Introduction and Marketing Planning Assignment of Projects	GR	Chapters 1 & 2
2	L	Defining the Competitive Set	GR	Chapter 3
3	L	Category Attractiveness Analysis and Competitor Analysis	GR	Chapters 4 & 5
4	L	Customer Analysis	GR	Chapter 6
5	L	Blue ocean strategy 1	GR	
6	E	Blue ocean strategy 2	GR	
7	L	Market Potential and Forecasting	GR	Chapter 7
8	E	Guest Speaker	GR	
9	L	Developing Product Strategy and New Products 1	GR	Chapter 8
10	L	New Products 2	GR	Chapter 9
11	E	Project 1: Final Presentations	GR	
12	E	Project 1: Final Presentations	GR	
13	L	Branding	CW	
14	L	Pricing	CW	Chapter 10
15	L	Advertising 1	CW	Chapter 11
16	L	Advertising 2	CW	
17	L	Promotion 1	CW	Chapter 12
18	L	Promotion 2	CW	
19	E	Guest speaker	CW	
20	L	Channel Management	CW	Chapter 13
21	E	Guest speaker	CW	
22	L	Customer Relationship Management	CW	Chapter 14
23	L	Marketing Metrics	CW	Chapter 16
24	L	Wrap-up and Q&A for exam	CW	

Office hours

Office hours are available at: (<http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)).

Office hours could vary: please check on the website.

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HONOR CODE

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