

**EMO 302 Product Management****2 Credits**

Effective from AY: 2023-24

<b><u>Prerequisites for the course:</u></b>	A core course in Marketing	
<b><u>Objective:</u></b>	To introduce the different aspects of new product development and managing products	
<b><u>Content:</u></b>	<b>Product Strategy and Analysis:</b> Product Strategy and Planning, Product and Market Focused Organisations, Product and Market Evolution, Product Life Cycles, Defining the Competitive Set, Category Attractiveness Analysis, Competitor Analysis and Customer Analysis.	12 hours
	<b>Product Development:</b> Developing Product Strategy, New Product Development, Designing the Offer, Market and Sales Potential, Pricing Decisions, Advertising and Promotion decisions, Concept and Product Testing, Financial Analysis for Product Management	12 hours
<b><u>Pedagogy:</u></b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b><u>References/Readings</u></b>	<ol style="list-style-type: none"><li>1. Donald R. Lehmann and Russell S. Winer; Product Management; Tata McGraw Hill; 2002 or Latest Edition</li><li>2. Majumdar R; Product Management in India; Prentice Hall India; 2007 or Latest Edition</li><li>3. Michael Baker and Susan Hart; Product Strategy and Management; FT Publishing International; 2008 or Latest Edition</li><li>4. Merle Crawford, Anthony Benedetto; New Products Management; Tata McGraw Hill; 2020 or Latest Edition</li><li>5. Paul Trott; Innovation Management and New Product Development; Pearson; 2009 or Latest Edition</li></ol>	
<b><u>Learning Outcomes</u></b>	An ability to manage products during different stages of product life cycle	