

MKTG90002 Product Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	New product development is an important source of profitability as existing markets become price competitive and saturated. New product development earns extra profits and ROI by filling new customer needs with goods and services that can command premium margins. However the process of new product development is fraught with risk. In this course we study the process of designing and marketing new products and how analytic methods can reduce development risk and improve innovation. We study the process in the context of large companies and startups.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Use the basic tools used in new product development and design; # Analyse the impact of new product development on organisational growth, profitability and overall business success; # Explore strategic issues facing the product creation process; # Appreciate the systematic scientific analysis as well as the creative art and judgment involved in new product management.
Assessment:	2-hour examination (50%) Assignment(s) not exceeding 5000 words (50%)
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Collaborative learning and teamwork, developed through case study assignments. Teamwork will be fostered through collaborative learning, which is necessary to analyse, write-up and present case assignments; # Problem solving and critical thinking; # Creative thinking and application; # Oral and written communication, fostered through the presentation and write-up of case assignments and through class discussions; # Synthesis and application of theoretical models to case studies and recurring organisational problems.
Related Course(s):	<p>Graduate Certificate in Communication and Customer Strategy Graduate Certificate in Marketing Management Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)</p>