

MKTG30011 Product Management

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	This subject is not offered in 2013.
Time Commitment:	Contact Hours: One 2-hour lecture and one 1-hour tutorial weekly Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	MKTG10001 Principles of Marketing (../view/current/MKTG10001)
Corequisites:	MKTG10001 Principles of Marketing (../view/current/MKTG10001)
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
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/
Contact:	hip@unimelb.edu.au (mailto:hip@unimelb.edu.au)
Subject Overview:	New products are developed to explore new market opportunities, and existing products are revised and updated to exploit existing market opportunities. These product-related exploration and exploitation activities are an important value-driver for organisations as markets become price competitive and saturated. In this subject, the management process of positioning, developing and promoting new and existing products is studied. Analytic methods that can reduce development risk and improve innovation are also considered. Strategies for how to combine a suite of products that complement each other in product portfolios are also examined.
Objectives:	On successful completion of this subject, students should be able to: Apply the basic tools used in product management; Analyse the impact of new product development on organisational growth, profitability and overall business success; Understand the strategic issues facing product managers Evaluate product portfolios in terms of impact on organisational value
Assessment:	Written assignments not exceeding 5000 words (50%) with due dates staggered throughout the semester; a 2-hour end-of-semester exam (50%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2013/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2013/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2013/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2013/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2013/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2013/B-ENG)

	You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Students will develop the following generic skills through the activities designed into this subject (essay, group presentation, comprehensive case analysis, participation in tutorial discussions, note taking and participation in lectures); critical thinking about product strategies in marketing settings; oral and written communication; problem solving and collaborative learning and synthesis of data and other information
Related Breadth Track(s):	Product Management