

## BUSA90299 Product Management

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: July, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 30 hours Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Contact:</b>	Program Services <b><a href="mailto:programservices@mbs.edu">programservices@mbs.edu</a> (mailto:programservices@mbs.edu)</b>
<b>Subject Overview:</b>	Students should: <ul style="list-style-type: none"> <li># understand the issues involved in developing product strategies, including related services marketing issues</li> <li># develop the analytical skills necessary when using market research and developing sound product related decisions</li> <li># gain a conceptual framework for organising thinking about product related problems</li> <li># understand the marketing or product manager's role in developing product strategies</li> </ul>
<b>Learning Outcomes:</b>	On completing the subject, students should understand: <ul style="list-style-type: none"> <li># alternative strategies for conceptualising products and identifying product-markets</li> <li># how product decisions may contribute to creating competitive advantage</li> <li># how to analyse industries, make changes in product strategies over time, and respond to competitive moves</li> <li># the issues involved in the development and management of new products, including proactive versus reactive approaches to product development, market entry considerations, product positioning, value-based pricing methods, and the design and market testing of new products</li> <li># how to manage product lines, with particular attention paid to evaluating potential synergies among products</li> <li># the relationship of product decisions to other marketing decisions involving price, promotion and distribution channels</li> <li># special topics in product management, including legal constraints and organisational issues</li> </ul>
<b>Assessment:</b>	Class participation/attendance 15% One page individual case write-ups 15% Syndicate oral analysis 10% One end of term exam limited to two hours 60% Please note that for all subjects

	the final exam (or equivalent piece of assessment) is a hurdle requirement. Students must meet the hurdle requirement in order to pass the subject.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>