

MKTG90002 Product Management

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, 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/
Coordinator:	Dr Paul Hill
Contact:	Email: hip@unimelb.edu.au (mailto:hip@unimelb.edu.au)
Subject Overview:	Product development is an important source of profitability as existing markets become price competitive and saturated. However, the process of product development is fraught with risk. In this course we study the process of managing products and how companies can manage their introduction and elimination from the product portfolio. We review how these decisions are made within the context of profit seeking and not-for-profit organizations. We then review the implication of these decisions for performance.
Learning Outcomes:	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 end-of-semester examination (50%); and 1,500 word group assignment, including a 10-15min group presentation due in week 6 (15%); 2,500 word group assignment, including a 15-20 min group presentation due in Week 10 (25%); and Individual written tutorial assignments of 100 words on case studies, due each week (10%)
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 Management (Marketing) Master of Management (Marketing)</p>