

Fundamentals of Product Management

Module Code: DLBPROGPM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Mirko Bendig (Fundamentals of Product Management)

Contributing Courses to Module

- Fundamentals of Product Management (DLBPROGPM01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to product management
- Market analysis
- Product strategy
- Idea generation and validation
- Product and market tests
- Market launch
- Product management after launch

Learning Outcomes**Fundamentals of Product Management**

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Fundamentals of Product Management

Course Code: DLBPROGPM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Product management is a function that deals with the planning, management and control of products and services during the entire product life cycle. The product manager, as the main person responsible for a product, has to master various disciplines in order to successfully manage his product. The course Fundamentals of Product Management provides the appropriate background knowledge to create market analyses and develop product strategies. Special attention is paid to the generation and validation of new product ideas, the testing and introduction of products on the market and the management of products after launch.

Course Outcomes

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

Contents

1. Introduction to product management
 - 1.1 Concept, goals and tasks of product management
 - 1.2 Product quality and corporate success
 - 1.3 Product categories
2. Market analysis
 - 2.1 Basics of market analysis
 - 2.2 Market research
 - 2.3 Methods of market analysis
3. Product strategy
 - 3.1 Basics of the product strategy
 - 3.2 Goals and positioning
 - 3.3 Evaluation and selection of product strategies

4. Idea generation and validation
 - 4.1 Basics of innovation management
 - 4.2 Idea generation
 - 4.3 Idea and market validation
5. Product and market tests
 - 5.1 Importance of the test phase
 - 5.2 Product tests
 - 5.3 Market tests
6. Market launch
 - 6.1 Basics for market entry
 - 6.2 Market entry strategies
 - 6.3 Distribution
 - 6.4 Serial production
7. Product management after market launch
 - 7.1 Product life cycle
 - 7.2 Methods and concepts of product management
 - 7.3 Customer satisfaction
 - 7.4 Interface Management

Literature**Compulsory Reading****Further Reading**

- Fuchs, C. (2019): Mastering Disruption and Innovation in Product Management. Connecting the Dots. Springer, Cham.
- Pranam, A. (2018): Product Management Essentials. Tools and Techniques for Becoming an Effective Technical Product Manager. Apress, Berkeley.
- Wagenblatt, T. (2019): Software Product Management. Finding the Right Balance for YourProduct Inc. Springer, Cham.

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
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