

| NAME OF THE COURSE | | Product management | | | | | |
|---|--|--|-------|--|-------|---|--|
| Code | EUBB16 | Year of study | | 3rd | | | |
| Course teacher | Neven Šerić, PhD, Full professor Pepur Mario, PhD, Associate professor | Credits (ECTS) | | 5 | | | |
| Associate teachers | | Type of instruction (number of hours) | L | S | E | F | |
| | | | 26 | | 26 | | |
| Status of the course | Optional | Percentage of application of e-learning | | 30% | | | |
| COURSE DESCRIPTION | | | | | | | |
| Course objectives | 1.Adopt the theoretical and practical knowledge in the process of developing new products and services 2.Adopt the theoretical and practical knowledge of brand creation 3. Adopt the theoretical and practical knowledge of commercialization and product/ service management throughout the life cycle. | | | | | | |
| Course enrolment requirements and entry competences required for the course | Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations. | | | | | | |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | Key learning outcome: Analyze the specifics of marketing activities of product management. Particular learning outcomes: 1. Analyze new product development phases, and product management activities through the life cycle stages. 2. Identify the activities of concept testing, commercialization, diffusion and positioning of a new product. 3. Connect product and brand management activities. 4. Differentiate brand components that are important in product and service management 5. Analyze product management policies. | | | | | | |
| Course content broken down in detail by weekly class schedule (syllabus) | Week | Lectures | | Exercises | | | |
| | | Topic | Hours | Topic | Hours | | |
| | 1 | Introductory remarks regarding product management. Ethics and legal framework. | 2 | Agreement on the manner of work, exam, rights and obligations of students Creating teams to work on exercises | 2 | | |
| | 2 | Marketing environment and market research activities relevant to product management. | 2 | Business case aligned with the topic of the lecture (Moodle platform) Forum discussion via Moodle platform (according to student needs) | 2 | | |

| | | | | | |
|--|-----------------------|---|---|---|---|
| | 3 | The stages of developing a new product. Managing the process of developing a new product. | 2 | Business case: The phases of new product development. Preparation of students for project assignment (group work) Forum discussion via Moodle platform (according to student needs) | 2 |
| | 4 | Idea formation; development and testing of a new product concept. Developing the marketing strategy for a new product. | 2 | Business case aligned with the topic of the lecture (Moodle platform) Forum discussion via Moodle platform (according to student needs) | 2 |
| | 5 | Business analysis and test marketing; Selection of target markets; commercialization, diffusion and the positioning of a new product. | 2 | Business case aligned with the topic of the lecture (Moodle platform) Forum discussion via Moodle platform (according to student needs) | 2 |
| | 6 | Product management during its entire life cycle. Moodle quiz 1 | 2 | Online hosting of experts from practice | 2 |
| | 7 | Design in the function of marketing. | 2 | Business case aligned with the topic of the lecture (Moodle platform) Forum discussion via Moodle platform (according to student needs) | 2 |
| | Midterm exam I | | | | |
| | 9 | Packaging and product portfolio management. | 2 | Poslovni slučaj usklađen s temom predavanja (Moodle platforma) Forum diskusija putem Moodle platforme (prema potrebi studenata) | 2 |
| | 10 | Sales policy. | 2 | Poslovni slučaj usklađen s temom predavanja (Moodle platforma) Forum diskusija putem Moodle platforme (prema potrebi studenata) Presentation of the project task | 2 |

| | | | | | | |
|--|--|--|---------------|--|-----------------------------|--|
| | 11 | Product management strategies; product policies development. | 2 | Poslovni slučaj usklađen s temom predavanja (Moodle platforma) Forum diskusija putem Moodle platforme (prema potrebi studenata) Presentation of the project task | 2 | |
| | 12 | Product brand and the strategies of product brand management. | 2 | Business case: The strategies of product brand management. Presentation of the project task | 2 | |
| | 13 | Lifecycle service management. Moodle quiz 2 | 2 | Online hosting of experts from practice | 2 | |
| | 14 | Managing the post-sales and pre-sales services of a new product. | 2 | Poslovni slučaj usklađen s temom predavanja (Moodle platforma) Forum diskusija putem Moodle platforme (prema potrebi studenata) Presentation of the project task | 2 | |
| | Midterm exam II | | | | | |
| Format of instruction | X lectures seminars and workshops X exercises <input type="checkbox"/> on line in entirety x partial e-learning <input type="checkbox"/> field work | | | X independent assignments X multimedia <input type="checkbox"/> laboratory x guests from business practice | | |
| Student responsibilities | The student is required to actively participate in lectures and exercises and achieve at least 50% attendance in all forms of teaching (25% for part-time students). Active participation is considered that the student has done at least 50% of the activities within the lecture and at least 60% of activities within the exercises (10 business cases, forum discussions and mandatory presentation of the project task that students solve in groups). The requirement for taking the exam is a signature. | | | | | |
| Screening student task (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course) | Class attendance | 2 | Research | | Practical training | |
| | Experimental work | | Report | | (Other) | |
| | Essay | | Seminar essay | | Market research in practice | |
| | Tests | 2 | Oral exam | 1* | (Other) | |
| | Written exam | 1* | Project | 1 | (Other) | |

2021./2022.

01/03/22 – 9. Sj. FV.

| | | | |
|---|---|---------------------------------|------------------------------|
| Grading and evaluating student work in class and at the final exam | During the semester, written knowledge tests will be held through two midterm exams. The student is required to achieve a minimum of 50% from each of the two midterm exams. If a student passes both midterm exams, he is not obliged to take the oral exam. If the student is not satisfied with the grade achieved at the midterm exams, he is entitled to the oral part of the exam for a higher grade. The overall grade includes weighted grades obtained from the midterm exams (70%) and grades for group work on the project assignment (30%). | | |
| | Point range and matching grades for written tasks and tests: 0-49 fail (1) 50-65 satisfying (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5) | | |
| | The exam is considered passed if the student: - achieved a passing grade from all written tests (minimum 50% from two midterm exams); - actively participated in the processing and discussions related to business cases; - actively participated in the presentation of the terms of reference which was positively evaluated; | | |
| | If the student does not pass the written tests during the semester, he is required to take the final exam. The final exam consists of a written and an oral part. The student is required to achieve a minimum of 55% of the written part of the exam, which entitles him to take the oral part of the exam. The final grade in this case consists of the grade of the terms of reference (10%) and the grade of the written part of the exam (40%) and the oral part of the exam (50%). | | |
| | | | |
| Required literature (available in the library and via other media) | Title | Number of copies in the library | Availability via other media |
| | 1. Šerić, N., Upravljanje proizvodom, Redak Split, 2016. | 10 | Yes |
| | 2. Authorized teaching materials on the Moodle course pages | - | Moodle |
| | 3. Ozsoy, S.: Product Marketing Management, 2021. | | Yes |
| | 4. Šerić, N., Brendiranje za poduzetnike, Redak Split, 2017. | 10 | Yes |
| Optional literature (at the time of submission of study programme proposal) | 3. Best, K., <i>The Fundamentals of Design Management</i> , Ava Publishing SA 2010. Clifton, R., Simmons, J., <i>Brands and Branding</i> , The Economist in Association With Profile Books LTD, London, 2003. 5. Šerić, N., Mihić, M., <i>Ethics and social responsibility as weakness or strenght on the market in transition</i> , Proceedings 7th international conference Enterprise in Transition, EFST Split, 2007. | | |
| Quality assurance methods that ensure the acquisition of exit competences | <ul style="list-style-type: none">• Monitoring class attendance, monitoring successful completion of all the student tasks by the teacher;• Monitoring classes carried out by colleagues and the Vice Dean, if necessary;• Analyzing successful completion of all course classes;• Student questionnaire on teacher and class quality for every course class (UNIST, quality improvement center) Creating the written tasks and fulfilling the exam procedure controlled by the course teacher means that all teaching outcomes are accounted for. Occasional insight by the Vice Dean into class content, tasks and exams is performed in order to establish the proper studying outcome. | | |

| | |
|---------------------------------------|--|
| Other (as the proposer wishes to add) | Possibility of attending in practical student projects. Meetings with authorized representatives of business entities in the area of Split - Dalmatia County for the purpose of negotiating professional practice. |
|---------------------------------------|--|