INTRODUCTION

Product management is a central issue in the field of Marketing. Therefore, a thorough understanding of product management is critical to the success of a firm competing in the marketplace. An organization exists because there are products that the organization "produces" for people who "consume". The course on Product Policy is intended to develop an understanding of and competence in planning and executing new product decisions and product management strategies.

AIMS

By the end of this course students should be able to:
Understand the issues involved in designing, developing, launching and managing products in different sectors
Analyze and apply various key concepts and tools to product planning and management processes.
Propose correct Marketing strategies for different type of products
Analyze the importance of branding and the issues involved in managing brands in an international context.

METHODOLOGY

Individual study and small group discussion. Open discussion in class.
The course is delivered by a series of lectures and and practical cases designed to reinforce the material covered.

EVALUATION

Each participant will be evaluated on the basis of the knowledge and skills acquired during the course and on the quality and intensity of their participation in class. 50% of the final grade will be based on the final exam. 30% of the final grade will be based on class participation and 20% on assignments.
In order to pass the subject, it is necessary to obtain a passing grade on the written exam.

BIBLIOGRAPHY