Course Description

**MKT372 – Product Management**

As marketers, we know that topline organic growth is the result of one thing: providing more value to our customers than our competitors do. Of course, we have four primary tools to provide this value; we call them the four Ps of marketing. While we should strive to provide value through each of the four, arguably the most important P is PRODUCT. It is the product that the customer is left with after the exchange and ultimately satisfies their needs (or doesn’t). It is the product on which customers primarily base their purchase decisions. Lee Iacocca accurately said, “When the product is right, you don’t have to be a great marketer”.

This class is about just that: getting the product right.

This class covers all of the important activities leading up to the launch of “right” products: identifying market opportunities; creating a product strategy, ideating and planning products, facilitating efforts to develop products, and preparing the company to launch new products. This course will provide concepts for (and experience with) the product management function from a variety of vantage points: product manager, company founder, consultant, other business functions that will interface with product management, and general management which will oversee it.

Product Management classes will include lecture, class discussion, in-class exercises, a multi-part team project, cases, guest speakers, and meetings with the instructor.