



## DESCRIPTION OF THE SUBJECT

<b>FIELD OF STUDY</b>	Management
<b>SPECIALISATION</b>	Business management
<b>MODE OF STUDY</b>	Full-time / Part-time
<b>SEMESTER</b>	6

<b>Name of the subject</b>	<b>Product management</b>	MKW_2_3
<b>Hourly dimension of particular forms of classes</b>	Full-time studies – 40 Part-time studies -24	
	• <b>lectures</b> Full-time studies – 10 Part-time studies – 8	
	• <b>other forms</b> Full-time studies – 30 Part-time studies - 16	

<b>Learning objectives:</b>	The course focuses on practical aspects of product management. The aim is to provide up-to-date knowledge of product management (presentation of tools, objectives and principles), to familiarise students with the most effective, proven methods of product management and to acquire skills of effective product management.
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<b>Learning outcomes for the subject</b>			
<b>Number</b>	<b>Learning outcomes, a student who has successfully completed the course will be able to:</b>	<b>Reference of learning outcomes for the programme</b>	<b>The reference to the learning outcomes for the area</b>
K_W01	the student has knowledge of the specialised terminology of product management in a company.	K_W01	P7S_WG
K_W02	the student possesses specialist knowledge in the field of product management in an enterprise, in the field of: market analysis (e.g. competitors and buyers' needs), product launching process, calculating its price, meeting the requirements related to access to selected markets, preparing a brand name, trademark and packaging, marketing strategies as well as product promotion.	K_W03 K_W05 K_W06 K_W07 K_W08 K_W09 K_W11 K_W14 K_W17 K_W18	P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG P7S_WG
K_U03	the student is able to analyse the current market situation, draw conclusions, and on its basis make strategic and operational decisions.	K_U02 K_U03 K_U04 K_U05 K_U08	P7S_UW P7S_UW P7S_UW P7S_UW
K_U04	the student has the ability to critically assess the current market situation as well as the solutions that are appropriate to the situation.	K_U03 K_U04 K_U05	P7S_UW P7S_UW

		K_U07 K_U10	P7S_UW P7S_UO P7S_UW
K_K05	The student is able to improve his/her ability to communicate, to work independently as well as cooperating with others in a group.	K_K03 K_K05 K_K07 K_K08	P7S_KO P7S_KR P7S_KR P7S_KO
K_K06	the student analyses real and virtual market situations, draws conclusions and makes decisions.	K_K05 K_K09	P7S_KR P7S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	<b>Lectures</b>	
T_01	Product - introductory issues	K_W01 K_W02
T_02	The essence of product management	K_W01 K_W02
T_03	Brand as an element of product strategy	K_W01 K_W02
T_04	Packaging in product strategy	K_W01 K_W02
T_05	Product life cycle	K_W01 K_W02
T_06	New product	K_W01 K_W02
T_07	Searching for new product ideas	K_W01 K_W02
T_08	Selection of new product ideas	K_W01 K_W02
T_09	New product concept development and testing	K_W01 K_W02
T_10	Product withdrawal from the market	K_W01 K_W02
T_11	Product portfolio management - portfolio models	K_W01 K_W02
T_12	Organisational solutions for product management	K_W01 K_W02
T_13	Manager's responsibilities and their implementation in different variants	K_W01 K_W02

	<b>Exercises</b>	
T_14	Product concept development	K_W02 K_U04 K_K05
T_15	Product design - principles and practical implementation	K_W02 K_U04 K_K05
T_16	Product and assortment development with respect to the requirements of the European Union	K_W02 K_U04 K_K05 K_K06
T_17	New product development	K_W02 K_U03

		K_U04
T_18	Selection of new product ideas	K_W02 K_U03 K_U04 K_K05
T_19	Economic and financial analysis of a new product concept	K_U03 K_U04 K_K06
T_20	Product distribution management	K_W02 K_U03 K_K06
T_21	Product price management	K_W02 K_U03 K_K06
T_22	Product mix and its instruments	K_W02 K_U03
T_23	Branding and promotion of products	K_W02 K_U03 K_K05 K_K06
T_24	Product quality development	K_W02 K_U03
T_25	Product packaging and its selection and functions	K_W02 K_U04
T_26	Prototype testing	K_W02 K_U04 K_K05
T_27	Market testing of new product and marketing strategies	K_W02 K_U03 K_U04 K_K05
T_28	Implementation of product quality assurance systems in the company	K_W02 K_U03 K_K05
T_29	Product management at different stages of the product life cycle	K_W02 K_U03 K_U04 K_K05 K_K06
T_30	Product positioning on the market	K_W02 K_U04 K_K05
T_31	Product and service promotion	K_W02 K_U03 K_U04 K_K05
T_32	Product withdrawal from the market	K_W02

		K_U03 K_U04 K_K06
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Methods and forms of teaching	Educational and curricular content
Lecture with Multimedia presentation of selected issues	T_11, T_12
Conversation lecture	T_03, T_04, T_07 – 09, T_13
Problem-based lecture	
Informative lecture	T_01, T_02, T_05, T_06, T_10
Discussion	T_16
Work with text	
Case study method	T_26, T_27
Problem-based learning	
Didactic/simulation game	
Exercise method	T_18, T_19, T_21, T_22, T_28 – 30
Workshop method	
Project method	T_14 – 15
Multimedia presentation	T_17, T_20, T_23, 31
Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	
Working in groups	T_24, T_25, T_32
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5
K_W01	The student has no knowledge of the specialised terminology of product management in a company.	The student has knowledge of specialist terminology in the field of product management in enterprise at a basic level.	The student has knowledge of specialist terminology in the field of product management in enterprises at an intermediate level.	the student has knowledge of the specialised terminology of product management in a company.
K_W02	the student lacks specialist knowledge in the field of product management in an enterprise, market analysis (e.g. competitors and buyers' needs), the process of product launching, calculating	the student possesses specialist knowledge in the field of product management in an enterprise, in the scope of: market analysis (among others competitors and buyers' needs), product launching process,	the student possesses specialist knowledge in the field of product management in an enterprise, in the field of: market analysis (e.g. competitors and buyers' needs), the process of product launching on the	the student possesses specialist knowledge in the field of product management in an enterprise, in the field of: market analysis (e.g. competitors and buyers' needs), product launching process, calculating its price,

	its price, meeting the requirements related to access to selected markets, preparing a brand name, trademark and packaging, marketing strategies as well as product promotion.	calculating its price, meeting the requirements related to access to selected markets, preparing a brand name, trademark and packaging, marketing strategies, as well as product promotion at the basic level	market, calculating its price, meeting the requirements related to access to selected markets, preparing a brand name, trademark and packaging, marketing strategies, as well as product promotion at an intermediate level	meeting the requirements related to access to selected markets, preparing a brand name, trademark and packaging, marketing strategies as well as product promotion.
K_U03	the student is not able to analyse the current market situation, draw conclusions, and on its basis make strategic and operational decisions.	the student is able to analyse the current market situation, draw conclusions, and on its basis make strategic and operational decisions at a basic level	the student is able to analyse the current market situation, draw conclusions, and on its basis make strategic and operational decisions at an intermediate level	the student is able to analyse the current market situation, draw conclusions, and on its basis make strategic and operational decisions.
K_U04	the student does not have the ability to critically assess the current market situation as well as the solutions introduced that are appropriate to the situation.	the student is able to critically assess the current market situation as well as the appropriate solutions to the situation at a basic level.	the student has the ability to critically assess the current market situation as well as the solutions that are appropriate to the situation at an intermediate level.	the student has the ability to critically assess the current market situation as well as the solutions that are appropriate to the situation.
K_K05	The student does not know how to improve his/her communication skills, work independently as well as cooperating with others in a group.	The student is able to improve his/her ability to communicate, work independently as well as interact with others in a group at a basic level.	the student is able to improve his/her ability to communicate, work independently as well as interact with others in a group at an intermediate level.	The student is able to improve his/her ability to communicate, to work independently as well as cooperating with others in a group.
K_K06	Students do not know how to analyse real and virtual market situation, do not draw conclusions and do not make proper decisions	the student analyses real and virtual market situations, draws conclusions and makes appropriate decisions at a basic level.	the student analyses real and virtual market situations, draws conclusions and makes appropriate decisions at an intermediate level.	the student analyses real and virtual market situations, draws conclusions and makes appropriate decisions.

Verification of learning outcomes	EK symbols for the module/subject					
	W01	W02	U03	U04	K05	K06
Written test	X	X	X	X		
Oral exam						
Written credit						
Oral credit						
Written colloquium	X	X	X	X		
Oral colloquium						
Test						
Project	X	X	X	X	X	X
Esej						
Report						
Multimedia presentation			X	X	X	X
Other (which ones?) -						
Work during exercises	X	X	X	X	X	X

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	30	16
3. Consultation with the teacher	20	20
<b>Total 1+2+3</b>	<b>60</b>	<b>44</b>
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	90	106
<b>Total 4+5</b>	<b>90</b>	<b>106</b>
<b>SUMMARY 1+2+3+4+5</b>	<b>150</b>	<b>150</b>
<b>Total ECTS credits according to the study plan</b>	<b>6</b>	

<b>Reference literature</b>	<p>Rutkowski I., Rozwój nowego produktu. Metody i uwarunkowania, PWE , Warszawa 2007</p> <p>Gorchels L., Management produktem. Od badań i rozwoju do budżetowania reklamy, wyd. Helion, Gliwice 2007</p> <p>Urban, A. Kowalska, A. Olszańska, J. Szymańska, <i>Zarządzanie produktem: problemy teoretyczne i praktyczne</i> , Wydawnictwo Uniwersytetu Ekonomicznego, Wrocław 2017.</p> <p>I. Rutkowski, <i>Strategie produktu</i>, PWE, Warszawa 2011</p> <p><i>Zarządzanie produktem</i>, red. B. Sojkin, PWE, Warszawa 2003</p> <p>J. Kall, B. Sojkin, J. Szymczak, M. Urbaniak, <i>Zarządzanie produktem</i>, PWE, Warszawa 2003</p> <p>S. Sudoł, J. Szymczak, M., <i>Marketingowe testowanie produktów</i>, red.. Haffer, PWE, Warszawa 2000</p> <p>H. Mruk, P. Rutkowski, <i>Strategia produktu</i>, PWE, Warszawa 1999</p> <p>Grey D.A., Cyr D.: Na czym polega i jak robić marketing produktu. Wyd. M. i A. Communications Polska Sp. z o.o Lublin 1995</p> <p>Bank J. Zarządzanie przez jakość. Wyd. Gebethner i Spółka, Warszawa 1996</p>
<b>Complementary literature</b>	<p>Sojkin B. (red.), Wprowadzanie nowego produktu na rynek, PWE, Warszawa 2003.</p> <p>J. Bednarz, <i>Zarządzanie marką produktów przez współczesne przedsiębiorstwa</i>, w: <i>Dylematy i perspektywy rozwoju współczesnych przedsiębiorstw</i>, red. J. Fryca i D. Wach, PTE Oddział Gdańsk, Klub Młodego Ekonomisty, Gdańsk 2007, s. 55-64</p> <p>J. Bednarz, <i>Znaczenie ochrony znaków towarowych w budowaniu przewagi konkurencyjnej przedsiębiorstw</i>, w: <i>Problemy współczesnej gospodarki</i>, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 27, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2009, s. 181-190</p>