| Module Title | **The Innovation and Product Manager** |
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| Level | 5 |
| Reference No. *(showing level)* | |
| Credit Value | 20 credit points |
| Student Study Hours | Contact hours: 60<br>Student managed learning hours: 140<br>Total: 200 |
| Pre-requisite learning | Principles of Marketing |
| Co-requisites | |
| Excluded combinations | |
| Module co-ordinator | TBA |
| School/Division | School of Business, Division of Management, Marketing and People |
| Short Description | This module enables learning about the methods marketers use to develop and manage their product range (the offer) in relation to both goods and services. It considers the portfolio and its management paying particular attention to innovation and new product development |
| Aims | The module aims to build upon students' existing knowledge of marketing to develop the ability to evaluate the fundamental issues and current theories relating to 'offer' marketing. This module aims to develop knowledge of new product development and innovation process management and will enable students to recognise the similarities and differences between offers situated on varying points of the product ~ service continuum. Students will focus on application of the incumbent theory to help them create pragmatic solutions for product and service management issues. |
| Learning Outcomes | **Knowledge and Understanding**:<br>By the end of this module students will:<br><br>• have detailed knowledge of the theories surrounding innovation and product management<br>• be aware of how ideas, theories, concepts and product management frameworks are applied to a range of environments.<br><br>**Intellectual Skills**:<br>Students will also be able to:<br><br>• critically analysing problems and requirements concerning the innovation, development and marketing of product and services,<br>• Offer pragmatic solutions to 'offer' marketing problems through the synthesis of data and information.<br><br>**Practical Skills**:<br>By taking part in this module successfully students will extend **Practical Skills** by<br><br>• being able to consider complex and unpredictable marketing contexts to create a product audit for a company<br>• developing ideas for innovation<br><br>**Transferable Skills**: |

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| | The seminars, lectures and own study time will help to cultivate<br>• research and data collection,<br>• document and numeric analysis,<br>• presentation skills,<br>• creative thinking, and<br>• group work approaches |
| Employability | This module is directly vocational to roles in product and service marketing. It offers students opportunities to work in the agency side of marketing such as marketing communications and marketing research by providing them with the in depth knowledge needed to service their clients |
| Teaching and learning pattern | In this module, emphasis is placed upon interactive methods of teaching. Thus, considerable interaction is encouraged between the students themselves as well as between students and lecturer.  This approach embraces a mixture of teaching and learning methods, which include the following activities:<br><br> 4 hour sessions for all students which will be split according to requirements into key-note lecture and seminar and workshop activities.<br><br>During the lectures the main body of theory will be taught to the students with opportunity for student interaction.<br>Students may also benefit from guest lectures, which will apply 'real world' examples to highlight the theory and give the students the opportunity to analyse and make recommendations for changes to the 'real world' scenarios that are presented.<br>The seminars will be participative with students' learning structured through the use of mini case studies, and organised team discussion,<br>A range of blended learning techniques will also be implemented using Moodle to further support teaching and learning.<br><br>Guest speakers are also invited, when possible, to elaborate on topical issues related to the subject matter. As an example the s organisation that may contribute to this module could be Coca Cola. |
| Indicative content | Introductory talk from Industry – Role McDaniel & Gates of the Product Manager within services and physical products<br>Management and development of both tangible and intangible product ranges.<br>Environmental factors affecting product management and new product development.<br>The Range and Positioning strategies<br>The role of new products and new product development for both goods and services<br>Managing the new product development process<br>Design (service process design and industrial design).<br>Maintaining and setting of quality standards and quality strategies<br>Importance of 'people', and 'physical evidence'.<br>Managing the offer through the lifecycle<br>Relationship marketing and market share implications.<br>Forecasting, cannibalizing and metric assessment<br>An introduction to Pricing<br>Introduction to Brands |

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| Assessment *Elements & weightings* | **Formative Assessment:** Students will receive informal feedback throughout classroom activities and a formal response to preliminary summative group work.<br><br>**Summative Assessment:**<br>**Coursework:**                  50%<br>Comprising 2 elements:<br>  Group Work Presentation:     20%: Approx 20 minute Presentation<br>  Individual Written Report       30%: Approx 1500 words<br><br>**Seen Examination**:             50%: 2 hours (2000 Words) |
| Indicative Sources *(Reading lists)* | **Core Texts:**<br><br>Baker, M & Hart, S, (2007) *Product Strategy & Management*, Prentice Hall, London.<br><br>Or<br><br>Haines S, *The Product Manager's Desk Reference*, (2014), McGraw Hill, US<br><br>OR<br><br>Lehmann D & Winer R, (2009), *Product Management*, McGraw Hill, USA<br><br>Lovelock C Wirtz J, (2011) *Services Marketing: Global Edition*, Pearson London. Available as an eBook from the library.<br><br>**Journal Articles for the Seen Exam: Students will choose the appropriate ones to the questions they choose to answer.**<br><br>Avlonitis G, (1989) 'Project Dropstrat' Product Elimination and the Product Life Cycle Concept, *European Journal of Marketing 24, 9, Nov pp55 – 67* – although an older journal article, it is very effective for determining elimination in its entirety not just as a function of decline.<br><br>Cahill D, (1996) Pioneer Advantage: Is it real? Does it matter?, *Marketing Intelligence and Planning*; 14, 4, pp 5-8 – although older, this is an excellent read for students, particularly as many other writers are referred to in the short article.<br><br>Cravens, D, Piercy N, Low G, (2002) The innovation challenges of proactive cannibalisation and discontinuous technology, *European Business Review*, 14, 4, , pp 257 – 267<br><br>Dacko, S, (2012),"Time-of-day services marketing", *Journal of Services Marketing*, Vol. 26 Iss: 5 pp.375 – 388<br><br>De Maeyer, P, (2012),"Impact of online consumer reviews on sales and price strategies: a review and directions for future research", *Journal of Product & Brand Management*, Vol. 21 Iss: 2 pp. 132 – 139<br><br>Frank Franzak, Dennis Pitta, (2011),"Moving from service dominant to solution dominant brand innovation", *Journal of Product & Brand Management*, Vol. 20 Iss: 5 pp. 394 - 401 |

Harness D, Marr N, Goy T, (1998) The identification of weak products revisited, *Journal of Product and Brand Management,* 7, 4, pp 319-335 – Although an older article, this provides information to help students determine whether management is to blame for deleting products by helping students to consider the management processes of identification and decision making.

Johannessen J, Olsen B, and Lumpkin G, (2001), Innovation as newness: what is new, how new, and new to whom? *European Journal of Innovation Management*, Vol 4, No 1, pp 20-31

Lloyd A, E, Luk, Sherriff T K, (2011),"Interaction behaviors leading to comfort in the service encounter", *Journal of Services Marketing*, Vol. 25 Iss: 3 pp. 176 - 189

Massey, G, (1999), Product Evolution: A Darwinian or Lamarckian Phenomenon?, *The Journal of Product & Brand Management*, Vol 08, Issue 4

Kelly Virginia Phelan, K, Christodoulidou, N, Countryman, C,Kistner, L, (2011),"To book or not to book: the role of hotel web site heuristics", *Journal of Services Marketing*, Vol. 25 Iss: 2 pp. 134 - 148

Rettie R, Hilliar S, (2002), Pioneer brand advantage with UK consumers, *European Journal of Marketing*, 36, 7/8, pp 895 – 911

Nathalie Spielmann, Barry J. Babin, (2011),"Service with personality: a note on generalizing personality across services contexts", *Journal of Services Marketing*, Vol. 25 Iss: 7 pp. 467 - 474

Additional readings provided in class, including 2 chapters from Services Marketing textbooks.


**Background reading:**
Baines, P. and Fill, C. (2014) *Marketing*. Oxford University Press. Cengage Learning.

Kotler P. and Armstrong G. (2016) *Principles of Marketing*. Pearson Education.
or
Kotler, P, Armstrong G, Lloyd C. Harris, Piercy N, (2013), *Principles of Marketing*, Pearson's Education, 6th European Edition, Essex

**Optional Reading:**
The optional reading includes the books that were not chosen by the student for the core.

Baker, M & Hart, S, (2007) *Product Strategy & Management*, Prentice Hall, London.

Or

Haines S, *The Product Manager's Desk Reference*, (2014), McGraw Hill, US

OR

Lehmann D & Winer R, (2009), *Product Management*, McGraw Hill, USA

| | Palmer, A (2011), *Principles of Services Marketing* McGraw Hill, 6<sup>th</sup> Ed |
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| | **Moodle site :**<br>Other Journals<br>The main journals for this module will be the Journal for Product & Brand Management, European Journal of Innovation Management, and International Marketing Review for up to date research and developments in the subject.   Other useful journals include:<br>Journal of International Business Studies<br>Journal of Services Marketing<br>Marketing Intelligence & Planning<br>Harvard Business Review<br>European Journal of Marketing<br>Campaign.<br>Students will be required to use worldwide electronic media to collate evidence of International and Global branding and product management from commercial, educational, and 'informational' websites.<br>The students will be expected to use a range of on-line databases such as Mintel, DataMonitor Nielson and others that are available. |