



PRODUCT MANAGEMENT

Objectives:

At the end of this course the student would be able to manage the product and services function of an organisation.

Content:

- Introduction to product Management
- Category attractiveness analysis
- Developing a Product Strategy
- Pricing decisions for Product Management
- Advertising and Promotion decisions for Product Management
- Brand Value Maintenance and Product modification
- Customer Service and contact to the Product Manager
- Control in Product Management
- The Product Plan

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