Product Strategy

Learn to effectively manage product development strategy and processes to deliver innovative, customer-centered products that can boost profitability.

“The surest thing about their programs is that not only can I apply what I learned to my work, but I can also enhance my own competitive advantage”

Chee Y.K.
Deputy Department Manager,
Sumitomo Corporation (Singapore)

Learning objectives
Participants will learn sound approaches to effectively managing the product development process. Specifically, participants will learn how to:
- Apply a formal new-product planning process to define a new product.
- Estimate the demand for a new product within an existing market.
- Decide how to position a new product within the context of a full product line, accounting for brand, core competency, and product policy issues.
- Make a business decision on whether to put a product into production after performing a comprehensive business analysis.

Innovative learning experience
Participants will complete the course over a six-week period. Throughout the course, they will:
- Explore interactive online learning resources
- Complete and submit tasks as part of solving a realistic business case
- Participate in group discussion and activities with their classmates
- Receive detailed feedback and guidance from their class instructor

Online faculty
Each class is led by an online faculty member. Faculty members have significant work and teaching experience in the areas of system and product development, and are trained to guide student problem solving and lead collaborative learning experiences.

Course developed in conjunction with

Participant Profile
Professionals and managers involved in developing or managing products in the market. Typical functional roles of participants may include:
- Product Development
- Product/Service Management
- Marketing/Sales
- R&D
- General Management
- Strategic Planning

Course Date
April 28 - June 8, 2003
Students must enroll by April 21

Information
Email: info@educasiainc.com
With guidance from your instructor, and in collaboration with classmates, you will learn to develop a new product strategy by working through an actual business case problem.

**Immersion in realistic business case**

In this course, you are the new Product Manager for Centipede, a large manufacturer of construction equipment. The company's product development team has proposed an idea for a new line of equipment designed to be more cost efficient for customers.

You must determine how the new product idea will fit into the company's current product line, justifying the launch of the product and how it will fill a gap in the market. You will define a new product, forecast market demand, and recommend a business plan.

**Complete and submit problem-solving task assignments**

Under the guidance of your instructor and in collaboration with teammates, you will complete task assignments each week that will lead to the formulation of a final product development decision:

- Use Means-End chain to analyze customer needs and values
- Draft a definition of the new product that will be used for initial concept testing
- Analyze the competitive environment, and assess market demand for the proposed new product
- Analyze your company's current product portfolio, and forecast its expected performance
- Analyze the financial and operational feasibility of producing the new product, and submit a final product strategy recommendation

**Participate in instructor-led group discussion and activities**

Throughout the course, you will participate in instructor-led discussion with your global classmates around specific topics including:

- Product research and development practices
- Defining product policies and guidelines
- Information gathering for product analysis and innovation
- Interrelationships among internal and external parties throughout product management

**Access rich online learning resources**

Throughout the course, you can explore rich learning resources and tools that help you understand important concepts including:

- Product development process framework
- Product portfolio analysis
- Porter's 5 forces of competitive strategy
- Market segmentation
- Competitor analysis
- Perceptual map analysis
- Features trade-off analysis
- Profitability analysis