

Course Code: MARKPRD

Course Title: Product Management

Course Description:

The student majoring in Marketing Management at this point will have been introduced to the concepts, tools, procedures and applications in Marketing a product or service in firms operating here and abroad. He/she would have been exposed to various decision-making processes leading to the establishment of marketing objectives, strategies and programs to support that firm's long-term and short-term goals.

Today's graduate in Marketing Management should be well grounded to prepare him/her for a career in middle-management such as product or brand manager, advertising manager, marketing services manager, sales manager, distribution manager, marketing communications manager, and so forth. Then he can assume a top-level corporate position or become an entrepreneur.

Department: Marketing and Advertising

Required text and materials

Crawford, Di Benedetto. New Product Management. 2009 9th ed. New York. McGraw Hill Walker,

Orville. Marketing Strategies. 2014 8th ed. New York. McGraw Hill

Kotler, Philip; Ang, S.H.; Leong, S.M. and Tan, C.T. 2009. Marketing Management: An Asian Perspective. Prentice Hall, Inc. (Singapore)

Other References

Porter, Michael E. 1985. Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Go, Josiah. 2000. Marketing Mix Strategy, Design Plus Publishing, Q.C.

Onkvisit, Sak and Saw, John. 1993. International Marketing 2nd edition New York: MacMillan Publishing Co.

Russel, Beach and Buskirk. 2001. Selling: Principles and Practices. New York: McGraw- Hill.