

NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE

Faculty of Agricultural Management

**«APPROVED»**  
Dean of Faculty of Agrarian Management  
Anatolii OSTAPCHUK  
“ 05 ” 2022

**«APPROVED»**  
at a meeting of Marketing and  
International Trade Department  
Protocol № 9 from 29.04.2022  
Head of Department  
Ruslan BURYAK

**«CONSIDERED»**  
Guarantor of EP “Marketing”  
Vasyl ZBARSKYI  
“ ” 2022

***WORKING EDUCATIONAL PROGRAM OF DISCIPLINE***

***“Marketing product policy with the basics of commodity science”***

specialty 075 "Marketing"  
educational program "Marketing"  
Faculty of Agrarian Management  
Developers: Associate Professor, Ph.D. Anna ZBARSKA

Kyiv – 2022

**Characteristics of Training Program “Marketing product policy with the basics of commodity science”**

<b>Branch of knowledge, direction of training, specialty, educational degree</b>	
Educational degree	Bachelor
Specialty	075 „Marketing”
<b>Characteristics of the curriculum</b>	
Type	Obligatory
The total number of hours	180
Number of ECTS credits allocated	6
Number of content modules	4
Term paper	+
Form of control	Exams
<b>Indicators of academic discipline for full-time forms of training course</b>	
Year	2,3
Semester	4,5
Numbers of lectures, hours	60
Numbers of practical classes, hours	60
Independent study, hours	60
Numbers of weekly in-class academic hours for full-time forms of training	4

**Course for undergraduate students “Marketing product policy with the basics of commodity science”(specialty: Marketing)**

**Instructor:** Ann Zbarska

**Office:** 401, Bldg # 10

**Telephone:** 527-8004

**Office hours:**

**Total (hrs.)** 180 (Lectures – 60, practical work – 60)

**Form of the knowledge control:** exams

**DISCIPLINE DESCRIPTION**

The **basic objectives** of this course are to provide student with a broad introduction to marketing concepts, help to understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today’s global economy. The specific objectives for student learning under this broad goal are understand:

- How to choose and justify which products to build
- How to plan for their profitable creation and deployment
- How to develop and launch them
- How to manage them once they enter the market
- How and when to gracefully retire them and replace them with new products
- How to use product portfolio management techniques to efficiently allocate investments across all of the products in an organization.

Student **Learning Outcomes** Upon completion of this course, students will be able to:

1. Use a vocabulary of marketing terms correctly.
2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

***General competencies:***

GC11 - Ability to adapt and act in a new situation

***Special (professional, subject) competencies (SC):***

SC1. Ability to identify and describe the characteristics of the organization.

SC4. Ability to identify functional areas of the organization and the relationships between them.

SC8. Ability to plan the activities of the organization and manage time.

***Program Learning Outcomes (PLO):***

PLO11. Demonstrate skills of situation analysis and communication in various areas of the organization.

PLO19 Demonstrate the ability to make independent decisions, develop a sufficient number of alternatives, choose the best solutions and be responsible for their implementation.

PLO30. Ability to find and evaluate new market opportunities and formulate business ideas, develop business plans for the creation and development of organizations.

PLO32. Investigate the business environment and understand the process of doing and regulating business.

## PROGRAM AND STRUCTURE OF THE DISCIPLINE:

### COURSE STRUCTURE

Topics	Hours						
	weeks	total	including				
			lectures	semin	lab	indiv	indep
1	2	3	4	5	6	7	8
<b>Semester I</b>							
<b>Module 1 FOUNDATIONAL ELEMENTS FOR PRODUCT MANAGEMENT</b>							
Theme 1. What Is Product Management?	1	7	2	2			3
Theme 2. The Product Master Plan	2	7	2	2			3
Theme 3. Leadership: Creating Influence	3	8	2	2			4
Theme 4. Cross-Functional Product Teams: Getting Things Done	4	8	3	3			2
Theme 5. Decision Making	5	7	2	2			3
Theme 6. Finance for the Product Manager: Keeping Score	6	8	4	4			0
<i>Total for module 1</i>		<i>45</i>	<i>15</i>	<i>15</i>			<i>15</i>
<b>Module 2 MAKING THE MARKET YOUR PRIMARY FOCUS</b>							
Theme 7. The Playing Field and the Players: Analyzing the Industry and Competition	7-8	11	4	4			3
Theme 8. Finding Markets to Conquer by Understanding Customer Needs and Market Segments	9-10	12	4	4			4
Theme 9. Preparing to Set Your Mileposts: Forecasting for the Product Manager	11-12	11	4	4			3
Theme 10. Strategic Product Planning: The Inflection Point	13-14	11	3	3			5
<i>Total for module2</i>		<i>45</i>	<i>15</i>	<i>15</i>			<i>15</i>
<b><i>Total for the Semester I</i></b>		<b><i>90</i></b>	<b><i>30</i></b>	<b><i>30</i></b>			<b><i>30</i></b>

<b>Semester II</b>							
<b>Module 3 THE START OF THE PRODUCT'S JOURNEY AND THE NEW PRODUCT DEVELOPMENT PROCESS</b>							
Theme 11. The Concept Phase	1	6	2	2			6
Theme 12. Assessing Feasibility	2	6	2	2			6
Theme 13. Defining the Product	3	7	2	2			3
Theme 14. The Business Case	4	7	3	3			1
Theme 15. The Marketing Plan for the Product	5	6	2	2			2
Theme 16. Execution and Oversight during Product Development	6	7	2	2			3
Theme 17. Introducing the Product and Orchestrating the Launch	7	6	2	2			2
<i>Total for module 3</i>		<i>45</i>	<i>15</i>	<i>15</i>			<i>15</i>
<b>Module 4 CONTINUING THE JOURNEY: POST-LAUNCH PRODUCT MANAGEMENT</b>							
Theme 18. Auditing Results after the Launch	7-8	11	4	4			3
Theme 19. Post-Launch Product Management: Running the Business	9-10	12	4	4			4
Theme 20. Life Cycle Product Portfolio Management	11-12	11	4	4			3
Theme 21. Discontinuing the Product	13-14	11	3	3			5
<i>Total for module 4</i>		<i>45</i>	<i>15</i>	<i>15</i>			<i>15</i>
<b><i>Total for the semester II</i></b>		<b><i>90</i></b>	<b><i>30</i></b>	<b><i>30</i></b>			<b><i>30</i></b>
<b>Total for the course</b>		<b>180</b>	<b>60</b>	<b>60</b>			<b>60</b>

## **Content module 1 FOUNDATIONAL ELEMENTS FOR PRODUCT MANAGEMENT:**

### ***Theme 1. What Is Product Management?***

Describes Product Management by breaking down the expression Product Management into its two basic components, namely products and management. The two pieces are then rejoined to provide you with a view of the value of Product Management in an organization. Furthermore, the theme 1 helps you understand the vital role played by the product manager in the organization.

Product Management is the “holistic business management of the product” from the time it is conceived as an idea to the time it is discontinued and withdrawn from the market.

The product manager plays a central role in Product Management. As the “mini-CEO” for the product, he or she leads a cross-functional team to achieve the product’s strategic intent.

Organizations can achieve greater levels of efficiency if everyone uses a common vocabulary when referring to practices, processes, and documents.

### ***Theme 2. The Product Master Plan***

Gives the wherewithal to create the official plan of record for the product. This “binder” serves as a repository for all product documentation, a communication vehicle, and a learning mechanism for all members of a cross-functional product team. The Product Master Plan keeps everyone on the same page.

Every product manager needs a unified “plan of record” for the product or product line for which they are responsible. A Product Master Plan is the centerpiece meta-document that houses all product documentation. The Product Master Plan is the perfect “tribal knowledge” document in organizations where people may come and go, but the product remains.

### ***Theme 3. Leadership: Creating Influence***

Provides with the context for understanding the human dimension of your job. Most product managers don’t have people from other business functions reporting to them. However, product managers are responsible for the success of their products. This theme explores the people side of Product Management, providing helpful ideas to create a collaborative working environment, so that all functional contributions can be successfully melded together, guided by the “vision” of the product manager in the creation and management of successful products.

Leadership is a critical skill as product managers learn and grow in their careers. For the product manager, leadership skills can be cultivated through a hunger for knowledge, ongoing learning, and the exponential effect of increasing business experience. Product leaders are able to transform ideas, facilitate debate, and process market signals into an actionable vision for a product.

### ***Theme 4. Cross-Functional Product Teams: Getting Things Done***

Picks up cues from the previous chapter, and melds it into the primary work structure used to plan and carry out the work of the product as a

business. First, it draws the distinction between a product team and a project team. Then, it provides you with the mechanics involved in clarifying roles and responsibilities so that the right team members get the work done. In the end, the cross-functional product team is the “board of directors” for the product and is accountable for optimizing the product’s performance in the market.

Product teams and project teams are both cross-functional, but differ greatly in purpose. A product team should run the business of the product like a board of directors. Product teams are accountable for the strategic, market, and financial success of the product. A product team leader is responsible for the success of the team and the success of the product.

### ***Theme 5. Decision Making: What’s Next?***

The theme “what’s next” appears many times throughout this book, because that’s exactly what product managers face every day. Across the product’s life cycle, the product manager will be faced with situations that arise day by day and hour by hour that require the assimilation of data, analytics, thought, and an action, namely, a decision. This chapter focuses on the product manager’s challenge in assessing these situations and making the best decision possible on behalf of the product, the product team, and the company.

The heart of good decision making is agility of thought plus the rapid assessment of opportunities and their consequences. For product managers, decision making is a nonstop series of pivotal inflection points across the life of a product. Effective product managers are adept at problem solving, which is at the heart of all decision making.

### ***Theme 6. Finance for the Product Manager: Keeping Score***

It is the last theme that rounds out the foundational areas upon which product managers must rely to plan and run their businesses. It includes the financial tools and methods used to plan and manage products, across the life cycle.

Product managers should have a solid understanding of the “numbers” in order to plan and manage products. Product managers who understand the mechanics of financial statement construction can readily evaluate the performance of their products, their own companies, their competitors, and even the industries in which they compete. Product managers work to cultivate successful products that provide a positive economic contribution to the company. The product life cycle curve is a graphical representation of the product’s stream of revenue and/or profits. It provides a powerful tool to

illustrate the product's overall progress and performance.

## **Content module 2. MAKING THE MARKET YOUR PRIMARY FOCUS**

### ***Theme 7. “The Playing Field and the Players: Analyzing the Industry and Competition”***

Defines the “sellers,” composed of the competitors and the industries in which they operate.

One of the key responsibilities for product managers is to establish and maintain competitive advantage for their products in the marketplace.

Good intelligence about their industry and the competition gives product managers and their teams the edge and expertise to strategize and act with purpose and clarity.

The more product managers know about their industry and the competition, the greater the credibility they have as product team leaders.

### ***Theme 8. “Finding Markets to Conquer by Understanding Customer Needs and Market Segments”***

Shows how to figure out who the “buyers” are and where they are. The importance of effective segmentation, which helps in defining products that customers really want to buy.

The more you know about the needs that motivate customers, the more you can learn how to attract them.

Understanding the benefits that customers value most can help you create the most potent product positioning.

Market segmentation models are highly transient and volatile because customers' needs continually evolve. Product managers need to keep up with those changes so they can more appropriately evolve their products with the necessary agility.

### ***Theme 9. “Forecasting for the Product Manager.”***

Once the sellers and the buyers are identified, it'll help to figure out how many and when it is possible to sell.

Without accurate forecasts, a product's potential cannot be determined.

Forecasts link the research of the marketplace to the strategic possibilities for the product.

Forecasting is used by product managers to calculate market potential, depict sales, and meet demand.

### ***Theme 10. “Strategic Product Planning: The Inflection Point.”***

The “whats” and “whys” in figuring out what to sell, to which customers, and against which competitors. In order to do that, you will need to know how to formulate the strategy for the product and the related marketing mix elements.

All strategies for a product must answer three vital questions: How has the product performed thus far? What is its envisioned market position? What can be done to achieve that vision?

When product managers can depict their long-range vision for their products, they fortify their own positions as central business figures, and can more effectively bring together cross- functional teams.

Integrating the cross-functional product team into the strategy formulation process produces more effective, realistic strategies.

## **Content module 3. THE START OF THE PRODUCT’S JOURNEY: THE NEW PRODUCT DEVELOPMENT PROCESS**

### ***Theme 11. Assessing Feasibility.***

New product concepts come from a variety of sources, including intensive market analysis, observation, and even structured ideation activities. There are always going to be more ideas than there are resources to commercialize them. Not all ideas will make good business sense. A structured process helps to narrow down the field, quickly and efficiently. The Concept phase is really a fast-paced business decision-making process. Without a solid strategic plan for the product, product concepts are difficult to put into perspective.

### ***Theme 12. Assessing Feasibility***

In the Feasibility phase, a cross-functional product team decides if there is a realistic business worthy of pursuit. Product managers must align the cross-functional team to make sure that the product can be developed, launched, and sustained in the market. Four key documents begin to come together and evolve during Feasibility: the Business Case, Product Marketing Plan, Product Requirements Document, and the Product Launch Plan. By the time the opportunity reaches the Feasibility phase review, most of the key “business” questions about the potential product should be well understood.

### ***Theme 13. Defining the Product***

A solid definition of the product from the customer’s perspective

improves the product's chances of achieving its market goals. The Definition phase is the most important linkage between the needs of customers with the designs and capabilities of products. The Definition phase serves not only to clarify the product's content, but it also covers the completion of all planning documentation, including the Business Case and the Product Launch Plan.

#### ***Theme 14. The Business Case***

A Business Case is a standard method used to justify investments in new products, product enhancements, and major marketing programs. The Business Case is a dynamic document that evolves from the Concept phase, through Feasibility, and is baselined in the Definition phase. Its assumptions are continually reevaluated throughout the product's life. Business Cases are assembled as a collaborative effort of the cross-functional team. Its believability is tied directly to the realistic achievability of its intended outcomes. Within the context of the Business Case, the product manager takes on a role equivalent to an investment manager. Therefore, he or she must protect the invested capital of the company and must accordingly manage its exposure to risk.

#### ***Theme 15. The Marketing Plan for the Product***

The Marketing Plan for the product is a Functional Support Plan (FSP) from the Marketing department supporting marketing investments for the product. One of the most visible areas of the Marketing Plan is the marketing mix, but the plan requires the integration of many other well-thought-out elements to be complete, effective and actionable. Unlike other FSPs, the Marketing Plan may be subject to more scrutiny at higher levels within the organization, because marketing activities are the main ways that companies influence customer purchasing decisions.

#### ***Theme 16. Execution and Oversight During Product Development***

Product managers are responsible for executing plans. During the Development phase, this means:

- Keeping all business functions focused on meeting their commitments.
- Facilitating and synchronizing the work of many functions across the organization.
- Surfacing risks in a timely manner.

Execution is born of a product manager's passion for the product and for the business, as the product comes to life. During development, unanticipated

events will force the team, led by the product manager, to adjust priorities. Product managers must know how to manage projects. The product manager makes sure the product fulfills the requirements and that it is produced on time, and with the desired level of quality.

### ***Theme 17. Introducing the Product and Orchestrating the Launch***

Product launch is one of the most visible and most important activities within the product's life cycle. The product launch is not a one-time event. It is a series of activities carried out over a period of time, culminating in a final announcement to the market. Successful launches work toward a competitively attractive market window. The launch is not a short-duration, high-intensity event that is concentrated near the end of product development; instead, it's a long-term activity that starts during product planning and gradually ramps up to a successful, on-time launch, based on full readiness of many disparate elements, systems, and organizations. Product teams should feel comfortable canceling a product launch at any time if it becomes apparent that the product's strategic goals will not be attained.

## **Content module 4. CONTINUING THE JOURNEY: POST-LAUNCH PRODUCT MANAGEMENT**

### ***Theme 18. Auditing Results After the Launch.***

The Post-Launch audit, conducted by an impartial auditor, examines the effectiveness of launch activities and Launch Plans. The win-loss audit examines the reasons for winning or losing individual sales, in an effort to isolate and correct systemic problems. Both types of audits are only as good as the team's willingness to implement changes that mitigate the problems found during these audits.

### ***Theme 19. Post-Launch Product Management: Running the Business***

Product managers and their teams are responsible for optimizing the performance of existing products, consistent with the strategies of the organization. When products are active in the market, the cross-functional product team should be the "board of directors" for the product, analyzing the product's performance and making the most appropriate strategic and tactical business decisions for the product. Product teams cannot make optimal decisions for the business of the product if they do not know the product's "state" in its life, or where it is situated on the product life cycle curve. Misaligned interpretations of life cycle state will lead to suboptimal strategic

and tactical decisions.

***Theme 20. Life Cycle Product Portfolio Management***

The performance of all products within an organization’s portfolio is a major variable in the strategic planning process. All products represent investments by the firm and must be managed holistically to achieve optimal performance outcomes. A product portfolio review board should provide the ultimate oversight of the company’s product investments. Product portfolio management requires that decisions be made to ensure that the firm’s resources are optimally deployed.

***Theme 21. Discontinuing the Product***

Non-viable, non-critical products within the portfolio use vital resources that could be used for other product investments. Product disinvestment should seriously be considered for some products as an option during the life cycle product portfolio planning process. Product discontinuation may involve selling the product to another company or group of investors, or the sale of intellectual property, designs, or technologies as a means of recouping losses.

**TOPICS OF SEMINARS**

#	Topic	Hours
1	Theme 1. What Is Product Management?	2
2	Theme 2. The Product Master Plan	2
3	Theme 3. Leadership: Creating Influence	2
4	Theme 4. Cross-Functional Product Teams: Getting Things Done	3
5	Theme 5. Decision Making	2
6	Theme 6. Finance for the Product Manager: Keeping Score	4
7	Theme 7. The Playing Field and the Players: Analyzing the Industry and Competition	4
8	Theme 8. Finding Markets to Conquer by Understanding Customer Needs and Market Segments	4
9	Theme 9. Preparing to Set Your Mileposts: Forecasting for the Product Manager	4
10	Theme 10. Strategic Product Planning: The Inflection Point	3
11	Theme 11. The Concept Phase	2

12	Theme 12. Assessing Feasibility	2
13	Theme 13. Defining the Product	2
14	Theme 14. The Business Case	3
15	Theme 15. The Marketing Plan for the Product	2
16	Theme 16. Execution and Oversight during Product Development	2
17	Theme 17. Introducing the Product and Orchestrating the Launch	2
18	Theme 18. Auditing Results after the Launch	4
19	Theme 19. Post-Launch Product Management: Running the Business	4
20	Theme 20. Life Cycle Product Portfolio Management	4
21	Theme 21. Discontinuing the Product	3

### **QUESTIONS FOR CONTROL OF STUDENTS' KNOWLEDGE:**

1. What Is a Product?
2. What are Product Lines?
3. What Is a Product Portfolios?
4. What are Solutions and Bundles?
5. What are Product Elements and Modules?
6. What Is Management?
7. What Does a Product Manager Really Do?
8. What Is Product Management?
9. How Does Product Management Transform a Product?
10. New Product Planning Phases
11. New Product Introduction Phases (Execution)
12. Post-Launch Product Management
13. Product Management: A Holistic Activity
14. What Is a Purpose of a Master Plan
15. The Format of the Product Master Plan
16. The Value of a Product Master Plan
17. An Insurance Policy for Consistent Communication
18. The Basic Construction of the Product Master Plan
19. Major Documents Included in the Product Master Plan
20. Decision-Making Techniques
21. The Common Denominator in Segmentation: Customer Needs
22. How Markets Are Segmented?

23. Market Segmentation and the Marketing Mix
24. Describing the Target Market
25. Planning and Carrying out Customer Visits
26. The Voice of the Customer
27. Using Personas as a Way to Capture Needs
28. Your Research Strategy
29. Dynamic Strategy for the Product Manager
30. The “Product as a Business” Strategic Planning Model

**Assessment scale: national and ECTS**

National assessment	Rating of the applicant of higher education, points
Excellent	90-100
Good	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

**SUGGESTED LITERATURE:**

**Basic:**

1. Marketing: Lecture notes and practices [Methodical recommendation] / Zbarska A.V. – K: Видавництво «Наукова столиця», 2020. –164 p.
2. Philip, Kotler. Principles of marketing. Pearson higher education, 2017.
3. Armstrong, Gary. Marketing: an introduction. Pearson Education, 2009.
4. Strydom, Johan, ed. Introduction to marketing. Juta and company Ltd, 2005.
5. Moore, Karl, and Niketh Pareek. Marketing: the basics. Routledge, 2009.
6. Weitz, Barton A., and Robin Wensley, eds. Handbook of marketing. Sage, 2002.

**Additional literature:**

7. Steven Haines. The Product Manager’s Desk Reference. McGraw-Hill Education Ltd; 3. Editie. – 484 p.
8. Blythe, Jim. Principles and practice of marketing. Sage, 2013.
9. Armstrong, Gary, Philip Kotler, and Zhiyi He. "Marketing: an introduction." (2005).
10. Cowell, Donald W., and Communication Advertising. The marketing of services. London: Heinemann, 1984.
11. Kerin, Roger, Steven Hartley, and William Rudelius. Marketing. McGraw-Hill, 2014.
12. Kotler, Philip. Kotler on marketing. Simon and Schuster, 2012.
13. McCARTHY, E. Jerome, and William D. Perreault. Marketing. McGraw-Hill, 1997.
14. Silk, Alvin J. What is marketing?. Harvard Business Press, 2006.
15. Jobber, David, and Fiona Ellis-Chadwick. Principles and practice of

- marketing. No. 7th. McGraw-Hill Higher Education, 2012.
16. Drummond, Graeme, and John Ensor. Introduction to marketing concepts. Routledge, 2006.
  17. Hartley, Robert F., and Cindy Claycomb. Marketing mistakes and successes. Wiley, 2013.
  18. Stone, Marilyn. Fundamentals of marketing. Routledge, 2007.
  19. McCarthy, Edmund Jerome, Stanley J. Shapiro, and William D. Perreault. Basic marketing. Ontario: Irwin-Dorsey, 1979.
  20. Dennis, Charles, and Lisa Harris. Marketing the e-Business. Routledge, 2002.
  21. Jobber, David, John Fahy, and Mark Kavanagh. "Foundations of marketing." (2006).

### **INFORMATION RESOURCES**

1. Content Marketing Reference Library - <http://www.copyblogger.com/content-marketing-codex/>
2. Learn Marketing - <https://zana.io/categories/marketing/>
3. The Beginner's Guide to SEO - <https://moz.com/beginners-guide-to-seo>
4. Social Marketing Success Kit - <https://www.marketo.com/success-kits/social-marketing/>
5. Social Media Calendar - <http://engage.twenty20.com/social-media-calendar>
6. Distributing Content Marketing – The Complete Guide - <http://blog.oribi.io/distributing-content-marketing-the-complete-guide/>
7. 48 Content Marketing Tools - <http://www.bloggingwizard.com/content-marketing-tools/>
8. Marketing Guides - <https://blog.kissmetrics.com/marketing-guides/>
9. [www.education.gov.ua](http://www.education.gov.ua)
10. [uam.in.ua](http://uam.in.ua) – Українська асоціація маркетингу