

| Annex No. 3 | | First Cycle Studies Course Programme | | | |
|--------------------|---|---|----------------------|------------------------|-----|
| 1. | Course Title | Innovation and Product Management | | | |
| 2. | Code | MKT 320 | | | |
| 3. | Study programme | Marketing | | | |
| 4. | Organizer of the study programme (university unit i.e. institute, chair, department) | Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing | | | |
| 5. | Level (first, second, third cycle) | First cycle | | | |
| 6. | Academic year / semester | 2022-2023 3 rd (winter semester) | 7. | Number of ECTS credits | 7.5 |
| 8. | Professor | Prof. Ezeni Brzovska, PhD | | | |
| 9. | Preconditions for enrolment | None | | | |
| 10. | <p>Course Objectives (Competencies): The objective of the course is students to become aware of the increased consumer expectation and the impact of the digital technology on the product management. Within the course is defined the concept and the level of the product, emphasizing the need of the developing of value proposition for the products. Through interactive case studies, students will be analyze the product characteristics, such as design, packaging, brands and standards. Students will be analyze and phases of the product life cycle, proposing concrete positioning strategies. The main focus of the course is the process of innovation and launching new products with the relevant values for customers. After taking this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Capable to propose unique value proposition for the products 2. Detect and understand the relevant product features. 3. Understand the brand elements and to be capable to develop brand identity 4. Analyze factors and phases of the product life cycle 5. Propose positioning strategies depending the product life cycle 6. Understand the product strategies 7. Detect concrete phases from the product development process 8. Apply concrete strategies for innovation and launching new product on the market | | | | |
| 11. | <p>9. Course content:</p> <ol style="list-style-type: none"> 10. 1. Defining the product concept 11. 2. Analyzing the product characteristics 12. 3. Product and brand strategy 13. 4. Brand and value management 14. 5. Positioning strategies for product life cycle 15. 6. Product innovation 16. 7. Launching new products | | | | |
| 12. | Learning methods: | | | | |
| 13. | Total hours | 7.5 ECTS x 30 classes = 225 classes | | | |
| 14. | Allocation of hours per activity | 60+30+30+15+90 = 225 classes | | | |
| 15. | Types of teaching activates | 15.1. | Lectures | 60 classes | |
| | | 15.2. | Exercises (Seminars) | 30 classes | |
| 16. | Other types of activities | 16.1. | Projects | 30 classes | |
| | | 16.2. | Writing Assignments | 15 classes | |
| | | 16.3 | Homework | 90 classes | |
| 17. | Grading method: 60+30+10=100 points | | | | |
| | 17.1. | Tests (Domain, Essay, Multiple choice exam, Case) | | 60% | |

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|-----|---|--|--|---|---------------|------|
| | 17.2. | Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments) | | | 30% | |
| | 17.3. | Attendance and class participations | | | 10% | |
| | 17.4. | Tests | | | 60 points | |
| 18. | Grading scale | | | less than 50 points | 5 (five) (F) | |
| | | | | from 51 to 60 points | 6 (six) (E) | |
| | | | | from 61 to 70 points | 7 (seven) (D) | |
| | | | | from 71 to 80 points | 8 (eight) (C) | |
| | | | | from 81 to 90 points | 9 (nine) (B) | |
| | | | | from 91 to 100 points | 10 (ten) (A) | |
| 19. | Preconditions for taking the final exam | | | Realized activities from points 15 and 16 | | |
| 20. | Language | | | Macedonian (or English) | | |
| 21. | Evaluation method | | | Internal evaluation and survey | | |
| 22. | Literature | | | | | |
| | 22.1. | Compulsory literature | | | | |
| | | No. | Author | Title | Publisher | Year |
| | | 1. | Crawford, M. and Di Benedetto, A | New Product Management | McGraw Hill | 2014 |
| | | 2. | Trott, P. | Innovation Management and New Product Development | Pearson | 2016 |
| | | 3. | Keller, K.L and Swaminathan, V. | Strategic Brand Management | Pearson | 2019 |
| | 22.2. | Additional literature | | | | |
| | | No. | Author | Title | Publisher | Year |
| | | 1. | Gaubinger, K., Rabl, M., Swan, S., Werani, Th. | Innovation and Product Management A Holistic and Practical Approach to Uncertainty Reduction | Springer | 2015 |
| | | 2. | Goffin, K and Mitchell, P | Innovation Management: Effective strategy and implementation | Springer | 2016 |
| 3. | | Грамаатиков, Д. | Управување со производот | Економски факултет, Скопје | 2004 | |

