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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **FINANCE AND ACCOUNTING** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Product Management** |
| LECTURER’S NAME: | Joanna Dyczkowska, Phd |
| E-MAIL ADDRESS OF THE LECTURER: | [jdyczkowska@wp.pl](mailto:jdyczkowska@wp.pl), joanna.dyczkowska@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | 2023/2024 |
| SEMESTER:  (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Lectures: 15 hours  Workshops: 30 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture, workshops |
| LANGUAGE OF INSTRUCTION: | English, Polish, (separate group with English depends from number of the incoming students) |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Presentation at the lectures on topic: Regional products - process and management. |
| COURSE CONTENT: | 1. Product management in the company's market policy. Presentation of the place, role and scope of product marketing. Managing new products. 2. Product management - in particular phases of the life cycle 3. The basic tasks of product manager - in the structure of the company, the product manager job in the long and short term, management skills 4. Current trends in the development of production in the world. The main objectives of the manufacturing operations. Methods of modern production management. 5. Managing the innovation and investment. The introduction of a new product on the market: proactive development of new products, how to promote a new product, new product distribution 6. Product management and brand management. Brand management strategies: creating a new brand strategy, brand extension strategy, licensing and franchising strategy of the brand. 7. Positioning of the product (product groups) brand in the market. The use of the concept of brand management: brand on the market of industrial goods and technology products, services and brand marketing, brand in small business, E-mark. 8. Presentation of product management - regional products |
| ADDITIONAL INFORMATION: | Didactic methods:  Lectures using audiovisual means, case studies, individual tasks (for students), analysis of empirical material, group tasks, presentations. |

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