

**Course Description**

**Product Strategies**

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| **Faculty of Business Administration** | | | **Department of Tourism and Hotel Management** | |
| Course | Product Strategies | | Prerequisite: | Principles of Marketing  CBFC106 |
| Credit Hours | Theoretical:3 | Practical:0 | Course Code: | CBNC205 |

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| **Description** |
| The course aims at introducing the management of products and the planning and development mechanisms of these products. |
| **Content** |
| |  |  | | --- | --- | | Theoretical Principles of Product Strategies  Competition and Product Strategies  Marketing and Successful Competition  Product Cycle  Analyzing Product Cycle  Strategic Options  Strategies of Product Competition  Stages of Innovation  Products between Theory and Practice  Classification of Products  Products and Services  Classification of New Products  Creating Trademark  Buyer’s Behavior |  | |  |  | |  |  | |  |  | |
| **References** |
| - MICHAEL BAKER and SUSAN HART. PRODUCT STRATEGY AND MANAGEMENT, SECOND EDITION,2007 |