

 **Course Description**

**Product Strategies**

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| **Faculty of Business Administration** | **Department of Tourism and Hotel Management** |
| Course | Product Strategies | Prerequisite:  | Principles of MarketingCBFC106 |
| 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** |
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| Theoretical Principles of Product StrategiesCompetition and Product StrategiesMarketing and Successful CompetitionProduct CycleAnalyzing Product CycleStrategic OptionsStrategies of Product CompetitionStages of InnovationProducts between Theory and PracticeClassification of ProductsProducts and ServicesClassification of New ProductsCreating TrademarkBuyer’s Behavior |  |
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| **References** |
| - MICHAEL BAKER and SUSAN HART. PRODUCT STRATEGY AND MANAGEMENT, SECOND EDITION,2007 |