

## **COURSE: Product for non-product people**

**LENGTH OF COURSE:** Two days

**LEARNING OBJECTIVES:** To encourage the participants to:

- Imagine and identify a product, and use innovation to understanding the new product development process and the stages of the product life cycle.
- Distinguishing between consumer and industrial products, and understanding the product mix, the importance of branding, packaging, and labelling.
- Identify the various pricing objectives that govern pricing decisions and description of price-setting tools used in making these decisions.
- Understand pricing strategies and tactics for both existing and new products.

**COURSE DESCRIPTION:** A course to help the manager understand that a product is a satisfaction of consumer needs not a physical property that the firm wishes to place in the market place. To give the manager an understanding of the product process from first principles to focused consumer needs and the parameters surrounding the pricing, placing and life cycle of the product.

**COURSE OUTCOME:** To produce more effective managers with a broad understanding of the theoretical implications for practical products.

**SUITABLE FOR:** Entrepreneurs, business owners and managers, junior managers within the discipline and other managers from different functions who may need a basic understanding of the product to enable them to more fully understand the business and make them more effective managers.