

Product Management

- Unit- I Overview of product management concept, Role of product manager, product management Dimensions, opportunity recognition.
- Unit- II Product Strategy concept, market segmentations, competitive analysis, product pertaining, target market.
- Unit- III Pricing, Goal setting, requirement mapping, requirement prioritization, constant analysis, product life cycle.
- Unit- IV Product achievement challenges, interpersonal communication skills, product management empowerment.
- Unit- V Product marketing concepts, sales promotion perception management, branding the product.

Books:-

1. Josh Anan and Carlos Genzales Des, Illambrosia.
2. Devesh Verma: Product management, case study approach kindle edition.