

Product Marketing: Meeting the Needs of Your Customers (XPROD154)

Course Syllabus

Course Description

The key to successful innovation is understanding consumers' needs. Where there is a consumer need, there is a market opportunity. Where there is a market opportunity, there is potential for profit. This course links marketing to entrepreneurship and innovation by teaching you how to truly understand your customer—what they need, and what they care about—so that you can create an innovative product that delivers value.

In this course, you'll learn how to use segmentation to identify the right consumer, spark new product ideas, properly position your product in the market and conceptualize strategic growth opportunities for your business.

Instructors

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Course Topics

➤ Course Welcome

This module provides an introduction to the course. You will be able to download important course resources such as the syllabus.

➤ Module 1 – Course Overview

This module provides an overview of the course.

Approximate video length in module: 2 minutes

➤ Module 2 – Segmentation, Targeting, Positioning and Marketing Opportunities

In this module you will learn methods for segmenting customer needs and recognize the characteristics of good segmentation.

Exercises:

- Exercise 2.1: Early Pregnancy Tests (Estimated time to complete 15 minutes)
- Required Reading: Starbucks Case Study (Estimated time to complete 30-45)

- minutes)
- Exercise 2.2: Case Study Questions (Estimated time to complete 25 minutes)
- Knowledge Check: (Estimated time to complete 5 minutes)

Approximate video length in module: 59 minutes

Estimated time to complete all exercises in module: 45 minutes

Estimated time to complete all readings in module: 30-45 minutes

➤ Module 3 – Sources of Value

In this module you will learn about the three sources of value that make a product successful.

Exercises:

- Exercise 3.1: Reflection Part 1 (Estimated time to complete 15 minutes)
- Exercise 3.2: Reflection Part 2 (Estimated time to complete 5 minutes)
- Exercise 3.3: SCiO Interview Question 1 (Estimated time to complete 5 minutes)
- Exercise 3.4: SCiO Interview Question 2 (Estimated time to complete 5 minutes)
- Exercise 3.5: SCiO Interview Question 3 (Estimated time to complete 5 minutes)
- Exercise 3.6: ACCORD Framework (Estimated time to complete 20 minutes)
- Knowledge Check: (Estimated time to complete 5 minutes)

Approximate video length in module: 59 minutes

Estimated time to complete all exercises in module: 60 minutes

➤ Module 4 – New Product Strategy and Bugaboo Case

In this module you will learn how to develop new product ideas and then think about them in the context of a company that's considering what product they should produce next.

Exercises:

- Exercise 4.1: Subtraction Template (Estimated time to complete 30 minutes)
- Exercise 4.2: Task Unification Template (Estimated time to complete 30 minutes)
- Exercise 4.3: Division Template (Estimated time to complete 30 minutes)
- Exercise 4.4: Multiplication Template (Estimated time to complete 30 minutes)
- Exercise 4.5: Attribute Dependency (Estimated time to complete 20 minutes)
- Exercise 4.6: The Bugaboo Company (Estimated time to complete 10 minutes)
- Exercise 4.7: Contextualize Product Ideas/Prototype (Estimated time to complete 30 minutes)
- Exercise 4.8: Product Extensions (Estimated time to complete 20 minutes)
- Knowledge Check: (Estimated time to complete 5 minutes)

Approximate video length in module: 30 minutes

Estimated time to complete all exercises in module: 205 minutes

➤ Module 5 – Course Summary

This module provides a summary of what you have learned.

Approximate video length in module: 2 minutes

Course Requirements

Please watch all course videos and complete all course assignments.

Successful completion of the assignments, final examination, and course evaluation are required to complete this course. The final exam and evaluation links in the “Final Steps” section of the learning platform will unlock after you have completed all of the other course activities.

The exam consists of multiple choice questions and is done online. You may attempt the final exam multiple times. A score of 85% is required to successfully pass the exam. Once you have passed the examination and completed the evaluation, a digital Record of Completion will be emailed to you within 3 business days.

As part of Stanford University, we take academic integrity very seriously. All forms of academic misconduct, including but not limited to, cheating, fabrication, plagiarism, or facilitating academic dishonesty are ground for participant discipline.

Exercises

Each exercise will be submitted directly via the user interface. To successfully complete each exercise, you will need to follow instructions.

Your responses to the exercises will be kept within the learning platform. However, you will not have access to the responses you submitted after your course access has expired. If you would like to keep a copy for your records, please do so separately.

Any questions related to the exercises should be sent to ask-teaching-team-prodmgt@lists.stanford.edu. Be sure to include your name, the course number, and exercise name/number along with your questions.

Course Materials

All course materials are provided within the course learning platform. These include videos, handouts and assignments.

The course learning platform is available for 60 days after the date of enrollment via your **mystanfordconnection** account.

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