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EDUCATION

**"MOSCOW POLYTECHNICAL UNIVERSITY"
(MOSCOW POLYTECH)**

Faculty of Economics and Management

APPROVED BY

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WORKING PROGRAM OF THE DISCIPLINE

Processes and Practices of Products Management of Organization

Direction of training / specialty

42.04.01 Advertising and public relations

Profile/specialization

Innovative marketing in advertising

Qualification

master

Forms of study

part-time

Developer(s):

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1. Goals, objectives and planned learning outcomes in the discipline

Aim mastering the discipline "Processes and practices for managing products in an organization" is study, systematization and consolidation of the foundations of the theory and practice of product management in organizations (enterprises, firms, etc.) in modern conditions of work of business entities. formation of a complex of theoretical knowledge and practical skills necessary for effective product management., the formation of practical skills in creating a balanced product portfolio in terms of maximizing sales in physical or monetary terms (revenue or profit) in the longest possible term.

The main tasks of studying the discipline:

- study of decision-making methods in the management of operational (production) activities of organizations;
- application of marketing information analysis skills in making managerial decisions in the process of product management, promoting it to the market;
- study of the methodology and tools of investment analysis when releasing a new product and promoting it to the market.
- development of measures to bring new products to the market;
- development of strategy and tactics of product management;
- studying the practice of brand management and product quality.

Training in the discipline "Processes and practices of product management in an organization" is aimed at developing the following competencies in students:

Code and name of competencies	Competence achievement indicators
PC-2. Managing information from various sources	IPK-2.1 generates requests and receives information from employees of the organization; IPK-2.2 coordinates and approves information materials; IPK-2.3 organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories, IPK-2.4 monitors the appearance of new or necessary information in the organization, on the Internet and other sources, IPC-2.5 forms an overall assessment of the significance and priority of the information received, IPK-2.6 is able to work with large amounts of information IPK-2.7 owns software and hardware for regular communication, monitoring of information on the Internet, IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments, IPK-2.9 knows the internal rules for coordinating and approving documents, IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums

2. The place of discipline in the structure of the educational program

The discipline is included in the section formed by the participants of educational relations B.1. Elective disciplines No. 1 of the discipline of the choice of GEF-3 ++ in the direction of preparation of HE 42.04.01 - "Advertising and Public Relations".

To study the discipline, students need competencies formed as a result of mastering the disciplines "Methods of socio-economic forecasting", "Advertising technologies in business communications", "Effectiveness of advertising and public relations", "Life cycle and planning of a project and programs in professional activities", "Investment marketing".

The main provisions of the discipline should be used in the future when studying the following disciplines (practices): "Processes and practices of product management in an organization", "Neuromarketing", "Consulting", "Industrial practice", professional cycle, as well as for the preparation of final qualification work.

3. Structure and content of the discipline.

The total labor intensity of the discipline is 4 credit units (144 hours).

3.1. Types of educational work and labor intensity

3.1.1. Part-time education

p/n	Type of study work	Number of hours	Semesters	
			1	2
1.	Auditory lessons	32	-	32
	including:			
1.1	Lectures	16	-	16
1.2	Seminar / practical training	16	-	16
1.3	Laboratory studies	-	-	-
2.	Independent work	112	-	112
	including:			
2.1	Preparation for practical exercises (study of lecture material)	50	-	50
2.2	Preparing for testing	32	-	32
2.3	Independent problem solving	thirty	-	thirty
	Intermediate certification			
	credit / dif. test / exam	Exam	-	Exam
	Total	144	-	144

3.2. Thematic plan for studying the discipline

(according to the forms of education)

3.2.1. Part-time education

p/n	Sections / topics of the discipline	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	Practical lessons	Laboratory studies	Practical training	
1.	Theoretical foundations of managing the development and implementation of a new product	14	2	2	-	-	10
2.	Research methodology for existing and new	14	2	2	-	-	10

	products.						
3	Planning and organization of new product development..	24	2	2	-	-	20
4.	Reasons for success and failure of new products	16	2	2	-	-	12
5.	New product development control	14	2	2	-	-	10
6	Managing the implementation of a new product	14	2	2	-	-	10
7	Positioning and selling new products	24	2	2	-	-	20
8	Marketing communications when promoting a new product	24	2	2	-	-	20
	Total	144	16	16	-	-	112

3.3. The content of the discipline

Topic 1.Theoretical foundations of managing the development and implementation of a new product.

The purpose and objectives of the discipline. The place of discipline in the structure of the educational program. Planned results of mastering the discipline. The essence and basic concepts of product management (product management). The place of product management in the enterprise management system. Functions of a product manager (product manager) at trading and manufacturing enterprises. The history of the development of product management. Directions of product management.

Topic 2. Research methodology for existing and new products.

Commodity and product: essence of concepts, approaches to classification. Classification of products and features of their management. product in marketing. Multi-attribute product models. The concept of the product life cycle. Product life cycle stages. Types of product life cycle. Commodity assortment: essence, indicators. Methodological aspects of assessing the product range of the enterprise. Matrix methods for evaluating the assortment. Relationship with the concept of product life cycle.

Topic 3.Planning and organization of new product development.

Essence, categories of new products and levels of product novelty. Stages of new product development, organization of new product development. Methods for creating a new product

Topic 4. Reasons for success and failure of new products.

Categories of consumers in terms of their perception of a new product. Marketing research of a new product. Sales promotion budget planning. PR activities to build a product brand

Topic 5..New product development control.

Managing the assortment of branded goods. Research and forecasting of the commodity market. Levels of market competition. Market potential assessment methods.

Tesa 6.Managing the implementation of a new product.

Strategies for managing a product at various stages of its life cycle. Quality and competitiveness of goods. Product competitiveness indicators. Product quality indicators. Quality Loop

Topic 7.Positioning and selling new products.

The concept, elements and functions of a trademark. Types of trademarks. The main provisions of the Federal Law "On Trademarks, Service Marks and Appellations of Origin". The main provisions of the Federal Law "On Protection of Consumer Rights". Development of a marketing plan for the

product.

Topic 8. Marketing communications when promoting a new product.

The concept, elements and functions of a trademark. Types of trademarks. Basic Provisions of the Federal Law "On Trademarks, Service Marks and Appellations of Origin". The main provisions of the Federal Law "On Protection of Consumer Rights". Development of a marketing plan for the product.

3.4. Topics of seminars / practical and laboratory classes

3.4.1. Seminars/practical classes

Topic 1. Theoretical foundations of managing the development and implementation of a new product.

Topic 2. Research methodology for existing and new products.

Topic 3. Planning and organization of new product development.

Topic 4. Reasons for success and failure of new products.

Topic 5. New product development control.

Topic 6. Managing the implementation of a new product.

Topic 7. Positioning and selling new products.

Topic 8. Marketing communications when promoting a new product.

3.4.2. Laboratory studies

Laboratory classes in the discipline are not provided by the curriculum.

3.5. Topics of course projects (term papers)

The course project (term paper) in the discipline is not provided for by the curriculum.

4. Educational, methodological and information support

4.1. Regulatory documents and GOSTs

Regulatory documents and GOSTs are not used in the study of the discipline

4.2. Main literature

1. Integrated marketing communications: textbook and workshop for universities / E. N. Golubkova. - 3rd ed., revised. and additional - Moscow: Yurayt Publishing House, 2023. - 363 p. - (Higher education). - ISBN 978-5-534-04357-0. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/511008>(date of access: 07/20/2023).

2. Marketing: a textbook for universities / M. N. Grigoriev. - 5th ed., revised. and additional - Moscow: Yurayt Publishing House, 2023. - 559 p. - (Higher education). - ISBN 978-5-534-05818-5. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/510588>(date of access: 07/20/2023).

3. Product management: textbook and workshop for universities / A. M. Chernysheva, T. N. Yakubova. - Moscow: Yurayt Publishing House, 2023. - 373 p. - (Higher education). - ISBN 978-5-534-01486-0. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/511383>(date of access: 07/20/2023).

additional literature:

1. Fundamentals of integrated communications: theory and modern practices in 2 hours. Part 1. Strategies, effective branding: textbook and workshop for universities / V. L. Muzykant. — 2nd ed., corrected. and additional - Moscow: Yurayt Publishing House, 2023. - 475 p. - (Higher education). - ISBN 978-5-534-14309-6. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/512271>(date of access: 07/20/2023).

2. Fundamentals of integrated communications: theory and modern practices in 2 hours. Part 2. SMM, M&A market: textbook and workshop for universities / VL Muzykant. — 2nd ed., corrected. and additional - Moscow: Yurayt Publishing House, 2023. - 507 p. - (Higher education). - ISBN 978-5-534-14314-0. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/512454>(date of access: 07/20/2023).

3. Digital marketing communications: textbook for universities / I. D. Hussein. - Moscow: Yurayt Publishing House, 2023. - 68 p. - (Higher education). - ISBN 978-5-534-15010-0. — Text: electronic // Educational platform Urayt [website]. - url:<https://urait.ru/bcode/520372>(date of access: 07/20/2023).

4.4. Electronic educational resources

1. Online course on the discipline "Course: Processes and practices of product management of the organization"(mospolytech.ru) <https://online.mospolytech.ru/course/view.php?id=7365> (date of access: 07/20/2023).

4.5 Licensed and Free Software

1. Programs of the Microsoft Office package (Word, Excel, PowerPoint)

4.6. Modern professional databases and information reference systems

1. ATP "Consultant Plus: Non-commercial Internet version". - URL:<http://www.consultant.ru/online/>(date of access: 07/20/2023). -Access mode: free.

5. Logistics

1. Lecture audience.
2. Audience for practical training.
3. Computer class with Internet access.
4. Audience for group and individual consultations, current control and intermediate certification.
5. Audience for independent work.
6. Library, reading room.

Guidelines

6.1. Methodological recommendations for the teacher on the organization of training

This section of this work program is intended for novice teachers and practitioners with no previous teaching experience.

The discipline "Processes and practices of product management in the organization" forms the competence of students UK-1. Under the conditions of designing educational systems based on the principles of the competency-based approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of a knowledge carrier, performs the function of an organizer of the student's research work, a consultant in the procedures for selecting, processing and interpreting information necessary for practical action and further development. , which must be taken into account when conducting lectures and practical classes in the discipline "Processes and practices of product management in an organization".

The teaching of theoretical (lecture) material in the discipline "Processes and practices of product management in an organization" is carried out on the basis of interdisciplinary integration and clear interdisciplinary links within the framework of the educational program and curriculum.

The detailed content of individual topics of the discipline "Processes and practices of product management in an organization" is considered in clause 3.3 of the work program.

Approximate options for tasks and test tasks for current control and a list of questions for the

exam in the discipline are presented as part of the FOS for the discipline in clause 7 of this work program.

The list of basic and additional literature, databases and information reference systems necessary in the course of teaching the discipline "Processes and practices of product management in an organization" is given in clause 4 of this work program.

6.2. Guidelines for students on mastering the discipline

Obtaining in-depth knowledge of the discipline is achieved through the active independent work of students. It is advisable to use the allocated hours for getting acquainted with the educational and scientific literature on the problems of the discipline, the analysis of scientific concepts.

Within the framework of the discipline, various forms of monitoring the level of achievement by students of the declared indicators of mastering competencies are provided.

Forms of current control - the activity of work in practical classes, testing.

The form of intermediate control in the discipline is an exam, during which the level of achievement by students of the declared indicators of mastering competencies is assessed.

Guidelines for mastering the discipline.

Lecture classes are carried out in accordance with the content of this work program and represent a presentation of the theoretical foundations of the discipline.

Lecture attendance is mandatory.

Note-taking of lecture material is allowed both in writing and by computer.

Regular repetition of the material of lecture notes for each section in preparation for the current forms of certification in the discipline is one of the most important types of independent work of the student during the semester, which is necessary for high-quality preparation for the intermediate certification in the discipline.

Conducting practical classes in the discipline "Processes and practices of product management in the organization" is carried out in the following forms:

- a survey based on materials discussed in lectures and studied independently according to the recommended literature;

- analysis and discussion of issues on topics,

Attendance at practical classes and active participation in them is mandatory.

Preparation for practical classes necessarily includes the study of abstracts of lecture material and recommended literature for an adequate understanding of the conditions and method of performing tasks planned by the teacher for a particular practical lesson.

Guidelines for the implementation of various forms of extracurricular independent work

The study of basic and additional literature in the discipline is carried out on a regular basis in the context of each topic in order to prepare for the intermediate certification in the discipline "Processes and practices of product management in the organization". The list of basic and additional literature on the discipline is given in paragraph 4 of this work program.

Guidelines for preparing for interim certification

Intermediate certification in the discipline "Processes and practices of product management in the organization" takes the form of an exam. An approximate list of questions for the exam in the discipline "Processes and practices of product management in an organization" and the criteria for evaluating the student's answer for the purpose of assessing the achievement of the declared indicators of the formation of competence are given in the FOS for the discipline in clause 7 of this work program.

The student is allowed to interim certification in the discipline, regardless of the results of the current monitoring of progress.

7. Evaluation fund

7.1. Methods for monitoring and evaluating learning outcomes

Code and name of	Competence achievement indicators	Methods of control
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competencies		and evaluation
PC-2. Managing information from various sources	IPK-2.1 generates requests and receives information from employees of the organization; IPK-2.2 coordinates and approves information materials; IPK-2.3 organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories, IPK-2.4 monitors the appearance of new or necessary information in the organization, on the Internet and other sources, IPC-2.5 forms an overall assessment of the significance and priority of the information received, IPK-2.6 is able to work with large amounts of information IPK-2.7 owns software and hardware for regular communication, monitoring of information on the Internet, IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments, IPK-2.9 knows the internal rules for coordinating and approving documents, IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums	Intermediate certification: exam Current control: survey, task case, abstract defense, preparation and presentation of presentations in practical classes, testing

7. Scale and criteria for evaluating learning outcomes

7.2.1. Exam Response Evaluation Criteria

(formation of competence PC-2, indicators IPK-2.1, IPK-2.2, IPK-2.3, IPK-2.4, IPK-2.5, IPK-2.6, IPK-2.7, IPK-2.8, IPK-2.9, IPK-2.10)

"5" (excellent):the student demonstrates excellent theoretical knowledge, practical skills, owns terms, draws reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech and the ability to quickly respond to clarifying questions.

"4" (good):the student demonstrates good theoretical knowledge, practical skills, owns terms, draws reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech, but at the same time makes minor mistakes that he quickly corrects on his own or with minor correction by the teacher.

"3" (satisfactory):the student demonstrates satisfactory theoretical knowledge, shows poorly formed skills in analyzing phenomena and processes, lacks the ability to draw reasoned conclusions and give examples, shows insufficient fluency in monologue speech, terms, logic and consistency of presentation, makes mistakes that can only be corrected by the teacher.

"2" (unsatisfactory):the student demonstrates ignorance of the theoretical foundations of the subject, lack of practical skills, does not know how to draw reasoned conclusions and give examples, shows poor command of monologue speech, does not know the terms, shows a lack of logic and consistency of presentation, makes mistakes that he cannot correct when corrected by the teacher, refuses to answer for additional questions.

7.2.2. Criteria for evaluating the results of abstracts

(formation of competence PC-2, indicators IPK-2.1, IPK-2.2, IPK-2.3, IPK-2.4, IPK-2.5, IPK-2.6, IPK-2.7, IPK-2.8, IPK-2.9, IPK-2.10)

"5" (excellent)– all the requirements for writing an abstract are met: the problem is identified and its relevance is substantiated; an analysis of various points of view on the problem under consideration was made and one's own position was logically stated; conclusions are formulated, the topic is fully disclosed, the volume is sustained; external design requirements are met.

"4" (good) - the main requirements for the abstract are met, but at the same time, shortcomings are made. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in judgments; the volume of the abstract is not maintained; there are omissions in the design.

"3" (satisfactory)– there are significant deviations from the requirements for referencing. In particular: the topic is covered only partially; there are factual errors in the content of the abstract; there are no conclusions.

"2" (unsatisfactory)- the topic of the abstract is not disclosed, a significant misunderstanding of the problem is found, or the abstract is not presented at all.

7.2.3. Criteria for evaluating test results

(formation of competence PC-2, indicators IPK-2.1, IPK-2.2, IPK-2.3, IPK-2.4, IPK-2.5, IPK-2.6, IPK-2.7, IPK-2.8, IPK-2.9, IPK-2.10)

Testing is evaluated according to the percentage of correct answers given by the student to the test questions.

The standard scale for the compliance of test results with the given score:

- "excellent" - over 85% of correct answers;
- "good" - from 70.1% to 85% of correct answers;
- "satisfactory" - from 55.1% to 70% of correct answers;
- from 0 to 55% of correct answers - "unsatisfactory"

"5" (excellent):the test-taker demonstrates excellent theoretical knowledge, knows the terms and has the ability to quickly respond to test questions.

"4" (good):the test-taker demonstrates good theoretical knowledge, knows most of the terms and has the ability to quickly respond to test questions.

"3" (satisfactory):the tested person demonstrates satisfactory theoretical knowledge, owns the basic terms and concepts.

"2" (unsatisfactory):The test subject has no theoretical knowledge, he does not know the terminology and reacts slowly to the test questions.

7.3. Evaluation tools

7.3.1. current control

(formation of competence PC-2, indicators IPK-2.1, IPK-2.2, IPK-2.3, IPK-2.4, IPK-2.5, IPK-2.6, IPK-2.7, IPK-2.8, IPK-2.9, IPK-2.10)

Sample essay topics:

1. Development of an innovative product positioning strategy
2. Development of a strategy for promoting an innovative product
3. Development of an innovative product development strategy by life cycle stages
4. Development of a trademark (branding) of an innovative product
5. Analysis of marketing opportunities for the release and distribution of an innovative product on the market
6. Development of a marketing mix for an innovative product
7. Development of a marketing program for the product

8. Development of a strategy for achieving and maintaining competitive advantages
9. Justification of the price for an innovative product and development of a pricing strategy
10. Development of a communication strategy in the distribution channel
11. Development and organization of an advertising campaign for an innovative product
12. Development of marketing solutions for the formation and stimulation of demand for an innovative product
13. Development of marketing solutions to build consumer loyalty to an innovative product / brand
14. Development of marketing solutions to accelerate the diffusion of innovations in consumer behavior
15. Strategic marketing analysis and identification of market features for an innovative product
16. Designing marketing transformations in the context of import substitution on the example of...
17. Marketing approach to the choice of strategy for innovative development of the organization
18. Marketing research of the market of innovations in the field of...
19. Evaluation of the organization's marketing activity when introducing an innovative product to the market
20. Marketing approach to the formation of a pricing strategy when introducing an innovative product to the market
21. Formation of a marketing strategy for the development of the product of the organization
22. Development of innovative methods for promoting products on the Internet
23. Development of marketing solutions to create demand for an innovative product

Sample task cases

No. 1. Tinkoff. Middle Product Manager

Tinkoff has a Refer a Friend program. Clients can recommend Tinkoff products to friends, for which we reward both the client and the referred friend. Some clients “bring” anyone in large numbers for the sake of reward (as Captain Jack Sparrow recruited sailors in Tortuga, not caring about the quality of the team). We don't like it.

“Poor-quality” clients often stop using Tinkoff products immediately after receiving a reward.

Exercise

How to make the action unprofitable for such cunning people?

How to make the action more profitable for us? Are there any implicit pluses from friends?

How can information about friendships be used?

You can recall someone else's experience of referral programs, for example, the world one (+ you can see what the “Refer a friend” section looks like in all Tinkoff applications).

Answer the questions

Why do companies need referral programs?

How to understand that the program works well?

No. 2. Kodland. product manager

Case Description

You landed a job at AirSport, which sells video courses and online workouts through a mobile website and apps. Now they have a line of stretching workouts and a couple of mini yoga classes at home. The company has grown rapidly over the past year and now plans to actively scale up the business, including opening new product verticals.

Current business model: free videos in the app and courses for 999 rubles a month with top trainers who conduct online training for 2-3 months and track the progress of students in the app. The main acquisition channel is paid traffic on social networks, but the marketing team plans to actively scale influencer marketing while the first tests are being carried out there.

Exercise 1

You need to choose the highest priority areas for expanding the product line, which will allow you to profitably complement existing products and attract a comparable amount of audience.

How will you choose the direction for these products?

Describe a step-by-step process, finding relevant data in public sources and making reasonable assumptions where there is no public data.

Make a list of 3-5 potential referrals in order of priority.

Task 2

Let's say you and your colleagues decided to test a line of products for couples training at home. In the first step, we need to check the problem-solution fit.

Form a test pipeline for this hypothesis with a reasonable level of detail.

Task 3

What will be included in the MVP?

How many people does it take to assemble and run it?

How will you judge the success or failure of the test?

Task 4

You put together a good MVP fairly quickly and cheaply, the management is very pleased. But there is a problem: people enter your funnel, but they convert very poorly into a purchase.

What will you do?

Task 5

What are the basic rules of the CusDev interview?

Your team tries and works hard, but regularly falls short of sprint deadlines. What will you do?

What does "LTV of the May cohort for the third month" mean? How to calculate it?

What are the most interesting educational projects in your opinion right now? Why?

How will you know that you have achieved success in our team?

No. 3. Altermeliora. product manager

Altermeliora is an online fitness app.

A hypothetical product for an example is YandexGO - Delivery Service.

Question 1. Briefly describe what is the value of this product for B2B and B2C audiences?

Question 2. Describe a short user story for a B2C user.

Question 3. Come up with a new useful feature for the service and a hypothesis why it might be in demand?

Question 4. What, in your opinion, is well implemented in terms of UX? What can be improved?

No. 4. MTS Big Data. product manager

A product team works inside M.'s company. The team is developing a service for watching videos - both a web interface and a mobile application. The team consists of 5 people: the product owner and 4 developers. The developers are generally good specialists and have the competencies to create this product, only iOS and Android developers are missing, so the product owner asks the guys from the neighboring team to help when they have time.

Angry customers constantly come running to the team and shout that the team has to return 90% of the completed tasks for revision, because they are of disgusting quality, and in general this is not what they wanted. In addition, they are unhappy with the fact that the product owner constantly sets deadlines that the team always does not meet. Customers at these moments constantly throw new tasks to all developers and demand their execution

The product does not generate profits and the management is in step to close it. Developers silently keep statements of their own free will on the table, ready to release them at any moment. You were brought in as a process specialist to save the day.

Describe:

What dysfunctions and problems do you see in the work of the team?

What options do you see for fixing them?

Describe the sequence of your actions?

What will you do as a process specialist?

No. 5. Mos.ru. Junior Product manager LK

In the test task, please answer the following questions:

What personal accounts (of any service from any business) are cool benchmarks in your opinion and why?

What 5 improvements can you suggest in MOS LC and why? What metrics can they affect directly or indirectly?

How to build the process of working on these tasks "from the idea in the test" to "launch"?

For a test task, you can choose any form: MIRO, Notion, presentation, Google Docs, or anything else.

In the summary and test task, we expect you to demonstrate structure, understanding of the product life cycle and its improvements, data informed thinking.

An example of test tasks to control students' knowledge:

1.The principle of "Customer Oriented Organization" means:

1. that the organization must understand and fulfill customer requirements;
2. that the organization must produce modern efficient products;
3. that the organization must establish close relationships with the customers of its products

2.The principle "The role of leadership" means that:

1. The company must have good leadership.
2. Management should ensure the involvement of personnel in achieving the goals of the organization.
3. Management must ensure the effective strategic development of the organization.

3.The principle of "Mutually beneficial relationships with suppliers" means that:

1. these relationships enhance the ability of both parties to create value
2. on the basis of these relations, an increase in the quality of products is achieved
3. an increase in the degree of readiness of the organization to produce the products needed by the supplier is achieved

4.The principle of "Continuous Improvement" means that:

1. it is necessary to constantly improve the means of production of the enterprise
2. it is necessary to constantly improve the information and knowledge recorded on the media
3. continuous improvement is a constant goal of the organization

5.The "Approach as a process" principle means that:

1. it is necessary to identify the processes of the commercial activity of the enterprise
2. the desired outcome is more productive if resources are managed as a process
3. the organization must manage all business processes for the manufacture of products

6.The principle of "Systems approach to management" means that:

1. the enterprise should be considered as a system with a network of business processes
2. units, considered as elements of the structure of the organization, improve the quality of products
3. management of a system of interrelated processes contribute to an increase in the efficiency of the organization

7. An integral part of the product quality management mechanism is:

1. enterprise policy in the field of new products
2. Quality Management System
3. product quality control system

8. The quality management system is created for:

1. implementation of the company's policy in the field of quality
2. unification of quality goals of structural divisions of the organization
3. implementation of the goals of the organization, ensuring the solution of its strategic objectives in the field of quality

9. The quality management mechanism includes:

1. enterprise costs
2. strategic planning tasks
3. sales of products

10. The company's policy in the field of quality is formed:

1. enterprise management
2. Board of directors of the enterprise
3. Hired by a qualified manager

eleven. Typical goals of an organization might be:

1. improvement of banking activity,
2. maintaining market share,
3. improvement of logistics activities.

12. The following may be interested in the results of your organization:

1. competitors
2. credit organizations
3. end users

13. Self-assessment of the QMS of your organization can be carried out:

1. financial and tax authorities
2. Accounts Chamber
3. external organization

14. The main standard by which the QMS is created is called:

1. ISO 9001:2000
2. ISO 9000:2000
3. ISO 9004:2000

15. The QMS should include the following backbone processes:

1. personnel Management,
2. resource management,
3. nonconforming product management

16. The development of a plan to eliminate nonconformities and improve processes should include:

1. business process network development
2. development of organizational structure elements that improve product quality
3. distribution of responsibility and authority

17.ISO 9004:2000 is intended to:

1. quality improvement,
2. quality management,
3. quality control

18.An independent audit of the organization's QMS has the following goal:

1. assessment of the implementation of the company's policy in the field of production,
2. preliminary stage prior to certification,
3. assessment of the implementation of the organization's goals that ensure the construction of its strategic objectives in the field of quality

19.The subject of quality management is:

1. suppliers
2. allied companies,
3. organization leadership.

20.The object of quality management is:

1. organization,
2. Organization Board of Directors
3. Management of structural divisions of the organization

21.Process walk is:

1. principles of organization
2. organization's quality policy,
3. guide to the activities of the organization.

22.The process is defined as:

1. management activity that has inputs and outputs
2. obtaining the final product of the organization
3. set of activities that transform inputs and output

23.Added value is:

1. smaller size of initial resources
2. the difference between revenue and costs of manufacturing and selling products
3. achieved savings of resources of all kinds in the manufacture and sale of products on the market

24.Business processes are:

1. processes that create added value,
2. financial management processes,
3. processes that determine the effectiveness of a particular type of business.

25.The main processes are:

1. main processes for obtaining product blanks
2. processes for acquiring resources for manufactured products
3. product life cycle processes

26.Supporting processes are:

1. processes that improve the quality of products,
2. Information Support
3. managing a system of interrelated processes contributes to an increase in the efficiency of the organization

27. The main value-adding processes include:

1. sales of products
2. innovation management
3. personnel management

28. Requirements for quality management processes are given in the following sections of GOST R ISO 9001: 2001:

1. section 4
2. section 7
3. section 8

29. The process tree is:

1. linear structure of processes
2. representation of processes in the form of a graph tree
3. tree representation of symbols related to quality management

thirty. The elements of the process tree are:

1. organization work instructions
2. quality guidelines
3. under quality processes

31. The requirements for a process approach mean that an organization must:

1. strategically plan customer requirements,
2. determine the sequence and interaction of processes
3. take into account fluctuations in the market value of inputs

32. Process definition requirements mean that an organization must:

1. define the consumers of each process
2. determine the cost of each process
3. identify a brand name for each process

33. Monitoring requirements mean that an organization must:

1. know suppliers for your products
2. improve the quality of components
3. determine satisfaction with their products

34. Process change requirements mean that the organization must:

1. it is necessary to constantly improve the means of production of the enterprise
2. it is necessary to constantly improve information and knowledge on monitoring, recorded on machine media
3. determine what changes are needed

35. The requirement to “take action necessary to achieve planned results” means that an organization must:

1. determine corrective and preventive actions
2. define a desired outcome that is productive if resources are managed as a process
3. manage business processes of manufacturing products

36. Process sequencing requirements mean that an organization must:

1. determine the overall flow of processes
2. determine the units that are considered as elements of the structure of the organization that improves the quality of products
3. identify interrelated processes that contribute to an increase in the energy intensity of the organization

37. The cash flow requirement means that an organization must:

1. determine the effectiveness in the production of new products
2. develop a quality management system in the field of product assembly
3. types of resources for each process

38. Information provision requirements mean that an organization must:

1. use CAD to prepare the production of new products
2. identify sources of external and internal information
3. determine the performance of the document management system

39. Process review requirements mean that an organization must:

1. determine the costs of the enterprise
2. adjust strategic planning tasks
3. determine what the results of the analysis indicate

40. The requirements for a process approach mean that an organization must:

1. skillfully manage a business
2. provide production with the required resources
3. take action to achieve planned results

41. Select possible approaches to market definition

1. segmentation by product
2. segmentation by needs c. segmentation by product promotion costs
3. segmentation by product benefits

42. What are the characteristics of a well-chosen market segment?

1. all answers are correct
2. work in this segment allows you to subsequently enter a larger market
3. you know how to achieve 10-25% of this segment within a year
4. your solution fully satisfies the needs of customers

43. What are the categories of competitors?

1. future
2. hidden
3. indirect
4. straight

44. Served Available Market - ...

1. those clients for whom you are already doing something, and for whom it is easiest to offer something new
2. that part of the market to which you can, in principle, reach out and offer your product
3. coverage you want to achieve in practice
4. there is no correct answer

45. What is the psychographic method of market segmentation?

1. focus on the specific needs of your potential customers
2. targeting a certain group of people of a certain age and social status
3. product adaptation for specific regions
4. there is no correct answer

46 What segment parameters influence the attractiveness of the segment for the company?

1. Significance and sustainability of identified needs for these consumers
2. segment capacity
3. availability of substitute products
4. growth rate of the segment

47 Choose her statement

1. it is much more difficult to describe the characteristics of a product than a service
2. there is no correct answer
- c. characteristic is always a fact
3. the more precisely the characteristics are formulated, the more accurate will be the description of the problems / needs that this product implements

48 Which of the following parameters does not relate to "access to customers" as a factor influencing the attractiveness of a segment for a company?

1. the extent to which the company understands the needs of these consumers
2. the number of channels and the ability to access them to influence consumer choice
3. the presence of strong brands
4. ease of market entry of the company

49 Select groups of B2B market criteria

1. behavioral
2. geographical
3. psychological
4. socio-demographic

50 What should be the area of interest in competitive intelligence?

1. market segments
2. key strategy
3. business performance
4. marketing - material taken from the site

7.3.2. Intermediate certification

(formation of competence PC-2, indicators IPK-2.1, IPK-2.2, IPK-2.3, IPK-2.4, IPK-2.5, IPK-2.6, IPK-2.7, IPK-2.8, IPK-2.9, IPK-2.10)

1. The structure of the levels of the new product.
2. Product in an expanded interpretation.
3. Atmosphere of product offering (physical environment).
4. Product structure: advantages and disadvantages, prospects.
5. Customer interaction with the product delivery system.
6. Planning for a new product?
7. Determining the goals of creating a new product.

8. Accounting for market competition when creating a new product.
9. Methods for determining market competitors.
10. Choice of competitors.
11. Assessment of the competitiveness of the product.
12. Product life cycle as the basis for the development of marketing programs.
13. Aggregated market factors.
14. Product life cycle.
15. The role of sales professionals.
16. Sales forecasting.
17. Analysis of consumer needs.
18. Market potential.
19. Methods for assessing the market potential and sales volumes.
20. Elements of a new product strategy.
21. Choice of strategic alternatives for the development of a new product.
22. Analysis of the dynamics of the market capacity.
23. Elasticity of demand.
24. The quality of the goods.
25. Positioning: selection of target groups of consumers and competitors.
26. Increasing the profitability of a new product.
27. Main stages of strategy evaluation.
28. Evaluation of the attractiveness of a new product in terms of economic indicators for your company, i.e. business analysis of creating a new product.
29. Basic approaches to the creation of "selling" packaging.
30. A general idea of the product that the company intends to put on the market.
31. Increasing the variety and variability of the new product.
32. Increasing the prestige of a new product.
33. Increasing the availability of a new product.
34. Withdrawal of a product from the market.
35. Changes affecting product management.
36. Marketing planning. Planning algorithm. Planning principles. Information array for planning.
37. Marketing planning. Budgeting: top-down and bottom-up methods.
38. Organization of the marketing service at the enterprise. General characteristics of the marketing service. Tasks and main activities of the marketing service.
39. Organization of the marketing service at the enterprise. The main stages of the formation and development of the marketing service at domestic enterprises.
40. Organization of the marketing service at the enterprise. Organizational principles of the marketing service. Blocks of the marketing structure.
41. Organization of the marketing service at the enterprise. Types of organizational structures of the marketing department. Their features and applications.
42. Control in marketing. The main types of marketing control and stages of its implementation.