

Digitalization and the challenges of product management Gr. 1 (EM023M14A1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Digitalization : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Emilien NIZON

Lecturers

Instructor	Population	Email
Emilien NIZON	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track

can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

Product Managers play a pivotal role in winning digital organizations: they combine creativity with data analytics to develop the product. Whether it is a website or an application, they are expected to constantly innovate at the very heart of the product's features and customer journey.

This course will focus on the challenges of product management, driven by two major objectives: improvements to the user experience (also called UX) & conversion (percentage of users completing a desired task, i.e. subscribing).

Students will develop a strong understanding of the following key topics applied to any website or mobile application:

- The user conversion funnel and opportunities for optimization
- Executing creative 'Growth Hacks'
- Methods of measuring and increasing user engagement
- User acquisition strategies for any organization selling goods/services online
- Tracking, web analytics and executing A/B tests

Educational organisation

In class

Presentations

In groups

Exercises

Projects

Interaction

Discussions / debates

Accounts

Workshops

Assignments

Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to :

- **Present** user conversion funnel and opportunities for optimization
- **Explain** decision making with data analytics
- **Produce** creative Growth Hacks
- **Analyze** a Product's strengths and weaknesses
- **Synthesize** their thoughts and ideas with a user-centric presentation
- **Summarize** their ideas and analysis within a 20mn presentation

Outline

Introduction

Overview of successful digital strategies (Whatsapp, Wechat, ...) - why are they worth the billions they are today?
Introduction to « Growth Hacking »: how to creatively grow a product's user base quickly and cost-effectively.
Interesting stories and case studies based on companies such as Hotmail, Instagram, & Airbnb.

Acquisition

The first step in the life of a digital product is the acquisition of users. Beyond friends and family, products will often need to turn to « Performance Marketing » methods to accelerate their growth. Put more bluntly, this means buying users through a variety of channels (SEA, Banner Ads, Youtube Pre-Roll, etc...) and balance this cost to achieve a healthy ROI.

Activation

When a user begins their journey, they are expected to complete a series of actions to achieve the product's benefit(s). Onboarding, landing page optimization, and social login are just some of the tools that can aid in bridging the user towards this initial usage.

Retention

After the user has completed their initial session, most products hope for a return visit. Push notifications, emails, and retargeted ad campaigns, among other strategies, can be crucial during this delicate stage of product adoption.

Revenue

Whether it is a short or long-term goal, revenue forms the basis of any sustainable business model. The ability to monetize is often a key success indicator - but increasing the top line should not be done at all costs. While special offers, bundles and promotional messages could increase revenue, using them should be carefully considered.

User Testing

Data is not always enough to understand user behaviors. Observing usability test participants play with your product could be an eye-opening (and sometimes funny) endeavor.

Presentations & Feedback

Each group will present their work during this 3-hour session. A Q&A will follow each presentation.

Prerequisites

Key concepts to understand :

None

Teaching material

Recommended reading

Major works :

Tech news :

- Tech crunch: <https://techcrunch.com/>
- Product Hunt : <https://www.producthunt.com/>

Further reading :

Suggested :

- Designing for Emotion – Aaron Walter – 2011
- The Lean Start Up – Eric Ries - 2011

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session

oral (20 min) / in group / English / weighting : 90%

additional information : Each group will present their work during this 3-hour session. A Q

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.3, LO4.2

Intermediate evaluation / continuous assessment 2 : last session

written (30 min) / individual / English / weighting : 10%

additional information : Each student will take a 40 question quizz

This evaluation serves to measure LO1.1, LO1.3, LO2.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.