

## **Written Assignment #1**

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### **Common PM Tasks – Part 1**

#### **Common Product Management Tasks: Goals, Objectives and Market Segmentation**

##### Assignment:

Assume you (and your teammates) are the product manager for the Apple iPhone and that you need to gather some fundamental information to create the foundation for upcoming product management deliverables such as a business case for the next product/release or a product market plan. Note that you have been getting many requests to make your product more acceptable to business users (vs. teens and young adults). The VPs of Marketing and Sales both see the business market to have significant potential.

With this context and these deliverables in mind,

1. Create your product's goal and associated objectives, using the guidelines provided in class, which you can socialize with the CEO and your peers before you start any subsequent deliverables.
2. Create a market overview analysis that makes sense for attacking the business user market. Be sure to include
  - a. Market Definition
  - b. Industry Market Segmentation
  - c. Size and Growth rates per segment (if available)
  - d. Technology, Environmental and Regulatory Trends per Segment
3. Start thinking about how the customer market is segmented and how that segmentation may impact your product goal and objectives. Reflect your initial thinking in the goal and objectives as best as possible (or necessary).

##### Guidelines:

- Work in teams of 2-3 people (with whom you will work on subsequent assignments)
- For this assignment, use Word (2-3 pages) or PowerPoint (3-8 slides) using tables, graphics, etc. as necessary.
- For this assignment, realize that this is the first of 4 deliverables associated with product management of the iPhone. So, while this first phase may seem “easy”, use the time to collect information about Apple, the iPhone, the smartphone market, other smartphone devices, trends in the market, etc. As such, throughout this project, consider using many information sources, including, but not limited to:
  - [www.apple.com/investor](http://www.apple.com/investor)
  - Wikipedia
  - [www.fiercewireless.com](http://www.fiercewireless.com)
  - Gartner Market Research reports (as available through the library databases)
- Be sure your names are:
  - In the file name
  - On the cover sheet (or somewhere at the top of the first page of your response)
- If you submit your file via blackboard, be sure the file name *\*only\** uses alphanumeric characters, as well as underscore; otherwise, the Blackboard will not accept your file, even though you may get a confirmation message.

### Assessment Model for Common PM Tasks-I:

The following criteria will be used to assess student’s ability (1) to identify the key, required components of common product management tools, (2) to apply the tools to specific scenarios, (3) to itemize key information that is not available in the scenario.

Criteria	Exemplary	Competent	Developing
Organization and Professionalism	<ul style="list-style-type: none"> <li>All issues are addressed, including identifying items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation is clear &amp; logical</li> <li>Style &amp; format is simple and clear with appropriate grammar, fonts, font sizes, graphics, charts, etc.</li> </ul>	<ul style="list-style-type: none"> <li>All issues that were provided in the scenario/question are addressed, but omit identifying those items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation is clear and logical</li> <li>Style and format is simple, but grammar, fonts, font sizes, graphics, charts, etc. are incorrect, unclear, sloppy, etc.</li> </ul>	<ul style="list-style-type: none"> <li>All issues are not addressed, including identifying items that need to be addressed, but where not “given” in the question/scenario</li> <li>Presentation lacks logical flow of reasoning</li> <li>Style and format is overdone and difficult to read and/or print</li> </ul>
Analytical Skills	<ul style="list-style-type: none"> <li>Items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Missing items are properly identified and itemized</li> </ul>	<ul style="list-style-type: none"> <li>Most items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Most missing items are properly identified and itemized</li> </ul>	<ul style="list-style-type: none"> <li>Few items required in the tool(s) are properly identified, categorized, and described, relative to the scenario/question material provided</li> <li>Few missing items are properly identified and itemized</li> </ul>
Understanding: Goal(s)	<ul style="list-style-type: none"> <li>Goal is a qualitative statement that answer appropriate question provided in class.</li> <li>Goal(s) includes all items required, per template provided in class</li> <li>Department and Product Goals cascade appropriately from the corporate goal, relative to target market, timeframe, and intent</li> </ul>	<ul style="list-style-type: none"> <li>Goal is a qualitative statement that answers appropriate question provided in class.</li> <li>Goal(s) includes all but one item required, per template provided in class</li> <li>Department and Product Goals do not cascade appropriately from the corporate goal, relative to target market, timeframe, and intent</li> </ul>	<ul style="list-style-type: none"> <li>Goal does not answer appropriate question provided in class.</li> <li>Goal(s) includes all but two or more items required, per template provided in class</li> <li>Department and Product Goals do not cascade from the corporate goal at all.</li> </ul>
Understanding: Objectives	<ul style="list-style-type: none"> <li>Objectives are measurable.</li> <li>Objectives provide primary metrics that determine when Goal(s) is met</li> </ul>	<ul style="list-style-type: none"> <li>Objectives are measurable.</li> <li>Objectives do not include all metrics required to determine when Goal(s) is met</li> </ul>	<ul style="list-style-type: none"> <li>Objectives are not measurable.</li> <li>Objectives do not include all metrics required to determine when Goal(s) is met</li> </ul>
Understanding: Market Segmentation	<ul style="list-style-type: none"> <li>The market is properly defined and scoped.</li> <li>Segmentation criteria are identified and prioritized</li> <li>Market segments are defined</li> <li>Appropriate charts/grafs provided as necessary or helpful</li> </ul>	<ul style="list-style-type: none"> <li>The market is properly defined and scoped.</li> <li>Most segmentation criteria are identified, but one or more key criterion are omitted</li> <li>Criteria illogically prioritized</li> <li>Market segments are not properly defined</li> <li>Appropriate charts/grafs are provided as necessary or helpful</li> </ul>	<ul style="list-style-type: none"> <li>The market is not properly defined or scoped.</li> <li>Many segmentation criteria are identified, but more than two key criterion are omitted</li> <li>Criteria illogically prioritized</li> <li>Market segments are not properly defined</li> <li>Appropriate charts/grafs are not provided as necessary or helpful</li> </ul>