

Course title	Customer Development Strategies - how to build successful products					ECTS code	14.3.EE.FZ.3708				
						ECTS credits	5				
						max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;					
Teaching staff	Olga Dębicka, PhD										
Number of hours											
Lectures		Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		2 SS1, 3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):				15		Semester:		3, 5, 1, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):				10		Type of course:		optional			
Total number of hours:				25		Language of instruction:		English			
Teaching form	in-class learning										
Teaching methods	Work in computer laboratories, Lectures including multimodal presentations, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	No formal requirements.										
Introductory requirements	There are no prerequisites for the Customer Development Strategies course. All students, regardless of their academic background or work experience, are welcome to enroll and learn about how to build successful products through customer-centric strategies.										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	<p>The course will be completed on the basis of a portfolio prepared by the student during the course, including the results of group and individual work carried on in class.</p> <p>Students may receive a maximum of 60 points. The grading scale will be in accordance with the study regulations.</p>										
Course objectives											
<p>The aim of the Customer Development Strategies course is to teach students how to create successful products by focusing on customer needs and preferences. This includes learning how to identify target customer segments, conduct market research, and iterate product development based on customer feedback. The course also covers topics such as developing value propositions, creating customer personas, and designing effective customer acquisition strategies. By the end of the course, students should have a strong understanding of how to build products that meet customer needs and achieve market success.</p> <p>Customer Development Strategies course provides students with the skills, knowledge, and hands-on experience needed to build successful products that meet customer needs and achieve market success.</p>											
Learning outcomes											
Knowledge	E1_W10	Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology									
	MSG1_W07	Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks						

						individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W10				X				X			X
MSG1_W07				X				X			X
Skills	E1_U14	Students are prepared to build successful products by focusing on customer needs and preferences.									
	MSG1_U06	Students propose how to conduct market research to gather insights into customer needs and wants.									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U14				X				X			X
MSG1_U06				X				X			X

Attitudes	E1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									
	MSG1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04									X		X
E2_K04									X		X

Course contents

1. Introduction to customer development strategies: Overview of customer development and its importance in building successful products; Understanding customer behavior and preferences
2. Identifying target customer segments (Creating customer personas, Conducting market research to identify customer segments)
3. Creating effective value propositions (Understanding unique selling propositions, Creating compelling product messaging, Differentiating products from competitors)
4. Customer feedback and product iteration - Agile product development methodologies, Using customer feedback to drive product iteration, Developing a product roadmap
5. Customer acquisition and launch strategies (Creating effective customer acquisition strategies, Designing successful launch and promotion plans, Measuring product success and tracking key performance indicators)
6. Real-world product development projects
7. Customer Discovery: who do you interview and what do you ask?
8. How to use Khano model to discover customers needs.

Recommended reading lists

Steve Blank, Bob Dorf, *The Staups Owner`s Manual. The step-by-step guide for building a great company*, Wiley, 2020



Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith, *Value Proposition Design: How to Create Products and Services Customers Want*", Wiley, 2014

Materials and links provided by lecturer.

Additional:

Geoffrey A. Moore, *Crossing the Chasm, Marketing and Selling Disruptive Products to Mainstream Customers*, Collins Business Essentials, 2014

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations