

## Course Dates 2020

### CAS Product Management : Customer- & values-oriented

Block	Day	Date	Time	Theme	Docent	Place
<b>Marketing Basics</b>	1	Thursday, 12. March	9:00 – 16:30	Marketing Roadmap Digitalization & Marketing	N. Fuduric	FHNW Campus, Olten
	2	Friday, 13. March	9:00 – 16:30	4 & 7 P's Positioning Branding	N. Fuduric	FHNW Campus, Olten
<b>Understanding Customers</b>	3	Monday, 16. March	9:00 – 16:30	Understanding Target Customers  Customer Journey, UX, Personas, VP Canvas, Jobs Maps	N. Fuduric	FHNW Campus, Olten
	4	Tuesday, 17. March	9:00 – 16:30	Ideation: Introduction	N. Fuduric	FHNW Campus, Olten

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Ideation	5	Monday, 6. April	9:00 – 16:30	Ideation: Practice  Ideation Activities: Lego Serious Play, Brain Writing/Walking, Challenge Assumptions, SCAMPER, Fishbowl, Prototyping	N. Fuduric	FHNW Campus, Olten
	6	Tuesday, 7. April	9:00 – 16:30	Ideation Activities: Human Centered Design  Jobs to be Done  Reflection: Strengths & weaknesses of methods	N. Fuduric	FHNW Campus, Olten
Product Development	7	Monday, 20 April	9:00 – 16:30	Introduction Reflecting on Agile/Scrum	TBA	FHNW Campus, Olten
	8	Tuesday, 21. April	9:00 – 16:30	GIST canvas - Doodle Ecosystem Canvas	TBA	FHNW Campus, Olten
	9	Monday, 4. May	9:00 – 16:30	Maybe day 2 for SCRUM & AGILE  Reflection. Strengths & Weaknesses of methods	TBA	FHNW Campus, Olten
Daily Product Management Issues	10	Tuesday, 5. May	9:00 – 16:30	Product Roadmap  UX, Customer Experience, Customer Journey	TBA	FHNW Campus, Olten

Block	Day	Date	Time	Theme	Docent	Place
				Communication Strategies Content Marketing		
	11	Saturday, 23. May	9:00 – 16:30	Value Pricing Strategy Sales Pitches	T. Helbling	FHNW Campus, Olten
	12	Thursday, 28. May	9:00 – 16:30	Values & Products <ul style="list-style-type: none"> <li>• Design &amp; Materials</li> <li>• Supply chain</li> <li>• Stakeholders</li> <li>• Upcycling</li> <li>• USPs &amp; Values</li> </ul>	TBA	FHNW Campus, Olten
Visiting values-oriented firms in Germany Lindau am Bodensee	13 & 14	Thursday – Saturday, 3. - 5. September 2020	<b>Thursday:</b> Arrival <b>Friday:</b> Company visits (D) Lunch: 12:30 Dinner: 19:00  <b>Saturday:</b> 9:00 Business Case Presentations	How Real Firms Live Their Values  Vaude – Sport Clothing  Härle Brewery	N. Fuduric	Lindau am Bodensee  Tett nang, D Leutkirch, D  Lindau am Bodensee