



Statement of participation

Fara Aquino

has completed the free course including any mandatory tests for:

Products, services and branding

This 3-hour free course explored how organisations manage their products and services, including new product development and existing offerings.

Issue date: 26 March 2016

www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.
Please go to the course on OpenLearn for full details:
<http://www.open.edu/openlearn/money-management/management/business-studies/products-services-and-branding/content-section-0>

COURSE CODE: B203_1

Products, services and branding

<http://www.open.edu/openlearn/money-management/management/business-studies/products-services-and-branding/content-section-0>

Course summary

In this free course, Products, services and branding, you will find out about how organisations manage their products and services. This will include learning about how new products are developed and how the existing portfolio of offerings is managed. The particular characteristics of service products will be explained so that you can understand the impact that these features have on how services are managed.

Learning outcomes

By completing this course, the learner should be able to:

- understand what a product is, the various levels which make it up, and different types of products
- understand how products can be classified, and the nature of the product line and product mix.

Completed study

The learner has completed the following:

Section 1

Products, services and branding

Section 2

How products are defined and classified

Section 3

Introducing the product life cycle and describing product features

Section 4

Thinking about the future for the Volkswagen Golf

Section 5

Building a portfolio of beer brands

Section 6

Conclusion