



Anforderungen an Produkt-Manager (German Edition)

Alina Dorl

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 1, Hochschule RheinMain (FB Wirtschaft), Veranstaltung: Organisation, Sprache: Deutsch, Abstract: Schon seit langem wird in Theorie und Praxis viel über das Thema Produkt-Management geschrieben und diskutiert. Die überwiegende Meinung besagt jedoch, dass Produkt-Manager dafür geeignet seien, die Ideen des Marketings in die betriebliche Praxis umzusetzen und organisatorisch zu verankern.

Einer anfänglichen Euphorie folgte jedoch zunehmende Ernüchterung. Dabei lagen die Ursachen nicht, wie oftmals behauptet, am überholten Produkt-Management, sondern vielmehr an der zu großen Nachfrage nach Produkt-Managern, bei gleichzeitig zu geringem Angebot.

Fragen der Kritiker (wie z.B. „Was bietet sich potentiell auf dem Personalmarkt als Produkt-Manager an? Was wird innerhalb des Unternehmens aus den eigenen Reihen zum Produkt-Manager gemacht?“) zeigen deutlich, dass dem Anforderungsprofil oftmals nicht entsprochen wird, was dann wiederum zu vielen Enttäuschungen führt.

Genau dieses Grundproblem ist Mittelpunkt der vorliegenden Arbeit: Wie sehen die Anforderungen an einen Produkt-Manager aus?

Als notwendige Grundlage für die Erörterung dieses Themas wird mit einer Einführung in das Produkt-Management-System begonnen. Basierend darauf stellt Kapitel 2 das Berufsbild des Produkt-Managers vor und zeigt die einzelnen Anforderungen genauer auf. Zum Schluss folgt ein Ausblick in bezug auf den „Produkt-Manager von morgen“.

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