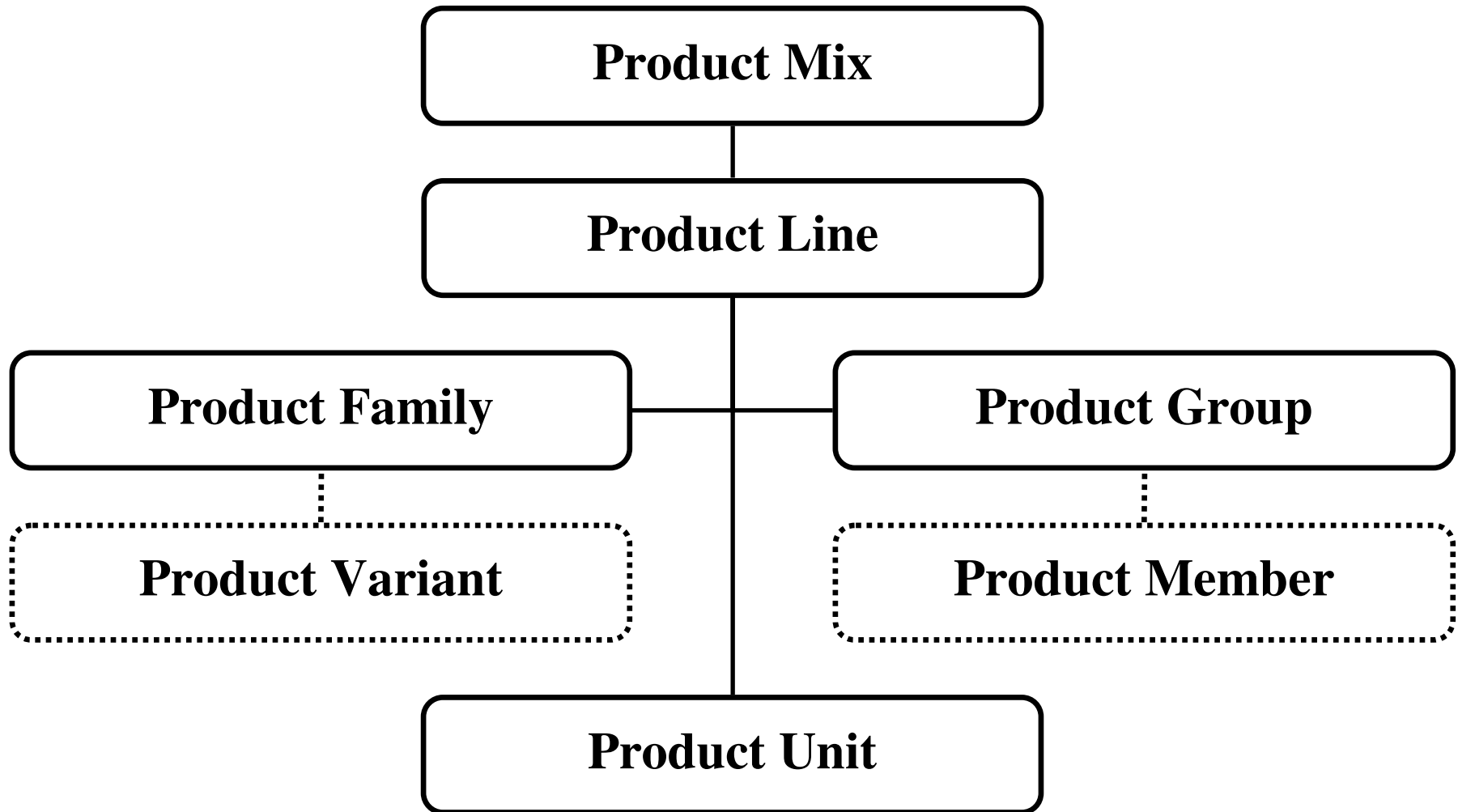


PMTK Product Tree Model

* Part of the "Strategic Product Management for Marketers™" course.



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TERM	DEFINITION
Product	Any offering that satisfies needs. Represents a collection of tangible and intangible assets.
Product Unit	Individual product that may be offered separately from any other product.
Product Mix	Entire set of products offered by a company. Collection of product units, product lines, product families, and product groups.
Product Line	Set of products that are technologically different yet provide similar functionality that serves the same target market needs.
Product Family	Set of derived products that share the same technological foundation. Members of a product family are called "product variants".
Product Group	Set of products coupled or packaged together to form a new unified offering. Members of a product group are called "product members".
Product Portfolio	Product line in which the products are properly diversified and balanced along the timeline and stages of the product life cycle model.
Product Type	Set of products that serve the same specific target market needs, and are technologically and functionally similar.
Product Category or Class(ification)	Synonymous to "product line" in the context of competing products.

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