

Product line manager responsibilities/duties:

- Decide the product line's marketing objectives and goals that align with the overall company and department goals and objectives.
- Determine the target market and develop the competitive analysis for the product line(s).
- Determine the marketing strategies and the 4 P's for your product line(s).
- Design a marketing plan and customer relationship plan for the product line(s).
- Analyze trends and anticipate product life cycle changes.
- Determine a marketing research plan for new products (if there is no marketing research staff.)
- Guide production and development of the product.
- Inform and motivate the sales members regarding your product line(s).
- Launch and monitor products in the market.
- Produce a yearly budget for the product line.
- Manage product line marketing staff as applicable.