

25847 - Product Management

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	7.5
Course	
Period	First Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The course aims to provide the knowledge and skills to manage the company's ability to innovate in the development and launch of their products to market . This capability should be developed in an integrated way in strategic planning which will see the development of their brands.

5.2.Learning activities

1. Being able to adequately perform the strategic management of the product: product policy develop , design the product

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portfolio of the company and make brand management .

2. Being able to design a plan of differentiation and product launch to market.
3. Being able to search for information and use it towards the resolution of problems.
4. Being able to present in writing and orally the work done.

5.3.Program

In the master class sessions basic knowledge whether theoretical or practical will be held . They were later supplemented its application to real cases of current develop primarily in small groups of two or three students leading companies. This practical application seeks the practical use of the tools shown , as well as consolidate the knowledge acquired in previous theoretical sessions in the business world .

5.4.Planning and scheduling

Part One: Management product strategy (1st to 10th week)

1. Current focus of business competitiveness
Product strategy - market - technology. Innovation and differentiation as competitive advantages
2. Identification of market opportunities .
Diagnostic tools and management. Product portfolio. Spectrum. Product Policy . Market launch product

Part Two: Brand management (11th to 14th week)

3. Design and brand values
4. Structure brands

Labor Delivery Management Product (15th week)

5.5.Bibliography and recommended resources

- Bassat, Luis. El libro rojo de las marcas : (cómo construir marcas de éxito) / Luis Bassat . - 3ª ed. Madrid : Espasa, 2009

- Fernández del Hoyo, Alfonso P. Innovación y gestión de nuevos productos : una visión estratégica y práctica Madrid : Pirámide, D.L. 2009

- Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . - 14ª ed. Naucalpan de Juárez (México): Pearson Educación de México , 2012

- Santesmases Mestre, Miguel : Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012