

25884 - Marketing Management and Legal Aspects of Design

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	558 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	6.0
Year	3
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

The subject is an important part in the formation of the engineer who will be dedicated to the design, as it allows to recognize the importance, growing, guide companies towards the customer and get a clear differentiation from the competition.

1.2.Recommendations to take this course

The course will have a theoretical part to learn the tools of marketing and basic legislation is linked to the process of creation of trademarks, patents and industrial design. Case studies and various exercises will be presented to facilitate understanding, therefore, assistance in class is very important .

1.3.Context and importance of this course in the degree

In general, the knowledge acquired in another subject of basic training. "Economic Aspects of Design", allows the student to know the basic terms of marketing.

1.4.Activities and key dates

1st week: creating work teams

7th week: oral presentation of the first work. case of company. company with profitable growth thanks to its marketing strategy

14th week: written test

15th week: oral presentation of the second work: marketing plan for a new product lanzamineto, innovative, designed by students

2.Learning goals

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2.1.Learning goals

The student should demonstrate the following results ...

Internalizes the marketing philosophy that guides the company to the customer, to achieve business goals, which will force determine the needs and wants of the target market and satisfy that customer more efficiently than their competitors.

Know the rights and obligations under the legal sources of industrial and intellectual property, registration of trademarks and patents, industrial design and product liability, safety and marking.

Clearly determines the four variables of the Marketing Mix, especially the variable product, in terms of development of new products and creating value for the customer.

Marketing strategies known portfolio of products and markets, customer segmentation and product positioning.

You can integrate all this in business planning through a marketing plan.

2.2.Importance of learning goals

The realization of the Marketing Plan favors analyze a real case, in which the industrial design is participating, and increases the overall skills of the student to understand an interconnected environment that delimits the design in a particular company. This work also stimulates the search for economic and business information and understanding, the relationship between internal and external variables that affect the development of an enterprise and teamwork and presentation in public, with proper documentation, which allows students to prepare for the working world, to develop the necessary skills for it.

3.Aims of the course and competences

3.1.Aims of the course

It shows marketing business need to analyze the market and investigate trends and new consumer behavior to design products that meet the consumer and differentiate us from the competition.

The student will show that corporate design, therefore, must begin with a thorough knowledge of the market and the needs of customers filtered by marketing professionals and business strategy, they will materialize in some specific projects for teams design and product development. Strategies and marketing tactics variables, we approach the business world and allow students to become familiar with the tools and terms used by marketers.

3.2.Competences

BASIC COMPETENCES

CB01. Students have demonstrated knowledge and understanding in a field of study that is part of the general secondary education curricular, and is typically at a level which, although it is supported by advanced textbooks, includes some aspects that involve knowledge of the forefront of their field of study.

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CB02. Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.

CB03. Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include an important reflection on social, scientific or ethical issues.

CB04. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB05. Students have developed those skills needed to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

GC02. Ability to analyze and assess social and environmental impact of technical solutions, acting with ethics, professional responsibility and social commitment.

GC03. Ability to design and develop design projects in aspects related to the nature of products and services, their relevance to the market, usage environments and user, and based on their manufacture, the selection of materials and processes most appropriate in each case considering relevant aspects such as quality and product improvement.

GC06. Ability to generate the necessary documentation for the proper transmission of ideas through graphics, reports and technical documents, models and prototypes, oral presentations in Spanish and other languages.

GC08. Ability to learn continuously, to develop autonomous learning strategies and to work in multidisciplinary groups with motivation and determination to achieve goals.

GC09. Knowing the industries, organizations, regulations and procedures and other elements to be considered in industrial design projects.

GC10. Ability to plan, budget, organize, direct and control tasks, people and resources.

SPECIFIC COMPETENCES

SC20. Ability to adequately perform business strategy, develop action plans and economic evaluation of design projects and product development in the context of the company.

SC21. Knowledge of rights and obligations under the legal sources of industrial and intellectual property, registration of trademarks and patents, industrial design and product liability, safety and marking.

SC22. Knowledge of marketing strategies, range and portfolio of products and markets, customer segmentation, product positioning and branding.

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4. Assessment (1st and 2nd call)

4.1. Assessment tasks (description of tasks, marking system and assessment criteria)

Practical work (up to 60%) will be conducted by teams. The note of the work will be obtained by the partial evaluation on the 7th week and the 15th week. This will be complemented by active participation in class.

The teacher may propose volunteer work for up note.

written test (rest of the score): It is mandatory to obtain a minimum grade of 4 out of 10, to make up for with practical work.

5. Methodology, learning tasks, syllabus and resources

5.1. Methodological overview

The proposed methodology focuses on the practical application of the subject, trying to encourage ongoing student work, integration into a team and implementation of the Marketing Plan. In the master class sessions basic knowledge whether theoretical or practical will be held, illustrated with real examples of companies.

5.2. Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

The student has 4 hours of class a week for the 15 weeks of the semester. The theoretical classes will be master classes of two hours each week, where the teacher explain the program content. The practical classes are conducted by teams. They will aim to perform two jobs. The first, analyzing the case of companies that have had a profitable growth thanks to their marketing strategies. The second develop a marketing plan for lanzamineto in the market for a particular innovative product designed for them.

5.3. Syllabus

Part I: CURRENT APPROACH TO MARKETING AND COMMERCIAL MANAGEMENT.

Current management concept. Participative management

Current marketing concept. Holistic Marketing

Part II: BUSINESS ANALYSIS AND RESEARCH.

The environment.

The market.

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The demand.

Segmentation and Positioning.

Models of commercial research.

Exploratory

Descriptive

Predictive

Regulations

Part III: MARKETING PLAN

Analysis of the situation

Discovery of opportunities

Formulation of objectives

Development of strategies

Increase

Competitive advantage

Competitive behavior

Determination of tactics

Product

Distribution

Communication

Price

Budget

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Part IV: USE OF NEW ICTs IN MARKETING

Social networks

E-commerce

Web positioning. SEO, SEM

Mobile Marketing

Viral marketing

Crowdfunding, Inbranding ...

Part V: Protection Design, Legal aspects of design.
industrial and intellectual property.
Trademark law.
Legislation on patents and utility models
Registration of Industrial Designs.
Product liability, legal security and the CE marking.

5.4.Course planning and calendar

The note of the 1^o practical work will be obtained by the partial evaluation on the 7th week

The note of written test will be on 14th week.

The note of the 2^o Practical work on 15th week.

5.5.Bibliography and recommended resources

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