

## 25898 - Product Management

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25898 - Product Management

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The subject aims to provide the theoretical and practical knowledge to carry out in an integrated way the management of innovation in the company, the development of its products and the creation of the brand.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and knowledge, skills and competencies to contribute to some extent to the achievement of Target 4.7 of Goal 4, Targets 12.2 and 12 of Goal 13, and Targets 15.1 and 15.2 of Goal 15.

### 2. Learning results

1. Design from strategic planning a plan for differentiation and launching the product to the market.
2. Develop product policy, design the company's product portfolio and manage the brand.
3. Be able to search for necessary, factual and relevant information from a variety of sources.
4. Be able to adequately present the work done.
5. Teamwork and personal leadership development.

### 3. Syllabus

PART I. STRATEGIC PRODUCT MANAGEMENT.

I.1 Innovation and Differentiation.

I.2 Product Portfolio and Policy.

PART II. BRAND MANAGEMENT.

II.1 Design, Brand Image and Cultural Reflections.

II.2 Advertising, Audiovisual Product, Public Competition and Corporate Social Responsibility in Advertising Campaigns.

### 4. Academic activities

The subject includes 6 ECTS organized according to:

- Lectures (1.2 ECTS): 30 hours.
- Practices (1.2 ECTS): 30 hours.
- Guided assignments (0.3 ECTS): 7.5 hours.
- Autonomous work (3 ECTS): 75 hours.
- Tutorials (0.2 ECTS): 5 hours.
- Assessment (0,1 ECTS): 2.5 hours.

### 5. Assessment system

#### 5.1 Continuous assessment (two parts)

Test 1: Specific work on product management (50% of the final grade).

This may be proposed by the teacher or by the students, in the latter case requiring the pass of the first. This work must be defended in public before the end of the term.

Test 2: Continuous assessment (50% of the final grade).

This grade will be obtained from the resolution of small practical cases on real products of current world leading companies that

will be solved individually or in groups mainly in class.

## **5.2. Overall assessment:**

Following the regulations of the University of Zaragoza in this regard, in the subjects that have continuous or gradual evaluation assessment, a global assessment test will also be scheduled for those students who decide to opt for this second system.