

## 25884 - Marketing Management and Legal Aspects of Design

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 25884 - Marketing Management and Legal Aspects of Design

**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

This subject has two distinct parts: marketing management and legal aspects of design.

The marketing management part is approached with a holistic view. The objective of this holistic view is to reach determine how to improve the flows of exploration, creation and delivery of value, to customers, to the core competencies of the organization and to the collaborative network. Another objective of the subject is to understand the importance of marketing, especially communication, in the success of a business.

On the other hand, the legal aspects of design are focused on knowing: first, what the law does for me, as it protects my designs; and second, what the law requires of me as a design engineer.

### 2. Learning results

- To know the marketing strategies of product and market portfolios, so that the student will be able to adequately carry out the strategic management of the product; elaborate the product policy, design the company's product portfolio, carry out customer segmentation and product positioning, as well as launch the product to the market and carry out the brand management.
- To be able to design from a strategic planning, a marketing plan and product launching, using the four variables of the Marketing Mix, as well as the tools of diagnosis and product and product management.
- To know the rights and obligations arising from the legal sources of industrial and intellectual property, registration of trademarks and patents, industrial design and product liability, safety and marking.
- Be able to search for the necessary, real and relevant information from different sources, summarize this information and use it to solve the real problem presented.
- To be able to present in writing, in the form of a report, and orally, in the form of a presentation, the work carried out, taking special care to highlight the main conclusions, always duly justified, using the appropriate terminology.

### 3. Syllabus

#### PART I: MARKETING MANAGEMENT

##### TOPIC 1: CURRENT APPROACH AND COMMERCIAL MANAGEMENT PROCESS

PARTICIPATIVE MANAGEMENT

HOLISTIC MARKETING

##### TOPIC 2: MARKET RESEARCH

##### TOPIC 3: COMMERCIAL PLANNING

##### TOPIC 4: USE OF TICS IN MARKETING

#### PART II: LEGAL ASPECTS OF DESIGN

TOPIC 1: THE LAW PROTECTS ME. RECOGNIZE INDUSTRIAL PROPERTY THROUGH THE OEPM.

TOPIC 2: REGISTRATION OF TRADEMARKS, TRADE NAMES AND DOMAIN NAMES

TOPIC 3: I DISCOVER THE OPPORTUNITY FOR TECHNOLOGY WATCH THROUGH THE OEPM.

TOPIC 4: THE LAW REQUIRES MY DESIGNS TO COMPLY WITH HARMONIZED STANDARDS DATA TO BE INCLUDED IN THE DECLARATION OF CONFORMITY FOR CE MARKING

### 4. Academic activities

- Participative lectures: 20 hours

The contents of the subject will be presented, with a practical orientation towards the use of holistic marketing as a business and personal tool.

- **Problem solving and case studies:** 10 hours

Problems will be solved, mainly from topic 2: Market research

- **Practical Sessions:** 20 hours

There will be several team works to be developed throughout the subject. The assessment will consider the autonomy, the quality and originality of the solution, the analytical and critical capacity of the student and, especially, the ability to work in a team and to communicate the results. If the student has not passed any of these activities during the semester, they will have the opportunity to pass the subject by means of a global test in the two official exam calls.

- **Teaching assignments:** 34 hours

This includes both the evaluable teaching assignments and the delivery of homework for the practical sessions.

- **Study and personal work:** 60 hours

- Assessment tests: 6 hours

## 5. Assessment system

**Final grade** = 40% individual examinations + 25% group case + 35% group business plan

**Grading Exams** (40% of the final grade) (passing the exams is necessary to average the grades of the case and the plan).

- **Marketing exams 30%**
  - (Theoretical issues exam) 15%
  - (Exam problems) 15%
- **Assessment of legal aspects of the design 10%**
  - (test) 10%

**Case qualification** (20% case presentation + 5% COLLABORATION-PARTICIPATION-RESOLUTION: of the proposed work scripts).

**Business plan qualification** (35 % of the final grade) (presentation and CANVAS poster): 50% teacher assessment + 50% assessment peers from other groups by means of a template with detailed assessment criteria)

In order to be eligible for **continuous assessment**, students must attend classes regularly, complete the questionnaires and hand in individual and group assignments on time.

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

## 6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure