340088 - MARK-D7O32 - (Ang) Màrqueting i Producció

Coordinating unit: 340 - EPSEVG - Vilanova i la Geltrú School of Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2017
Degree: BACHELOR’S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits: 6
Teaching languages: Catalan, Spanish

Teaching staff
Coordinator: Colomer Mur, Josep Maria
diaz Boladeras, Marta
Others: JOSEP MARIA COLOMER MUR - NATALIE SEGURA CASTRO - Abad Pequeño, Severino
Priu Tous, Oriol

Degree competences to which the subject contributes

Transversal:
1. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.
2. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.
3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.
4. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended information sources.
4. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
Presentation-synthesis

In the sessions the teacher makes a summary of the topic. This presentation is intended as a guide work study students, with the function of introducing the item, propose material for study, clarify doubts and synthesis.

Each topic will be provided with:
- Power Point presentations used in class and other supplementary material will be available on the Digital Campus.
- Bibliography indicating specific location, preferring to material in electronic format.

Working activities and exercises

- Problems and Exercises for fixing the concepts introduced in the presentation.
- Approach of situations that allow the group builds a shared experience that will serve to advance in the understanding of content (eg, group dynamics, effective communication experiences.) They are based on experience different situations in which the experience serves as a study material.

Casework and articles

The work on cases or article will be based on questions raised by the professor. These works must to be delivered on date at the beginning of the session where will be discussed in class. The deadline to submit is specified in calendar. The teacher may show in the Digital Campus some of the best works delivered to be used as a reference.

The casework seeks to promote the following capabilities:
- Understanding of the situation presented and the ability to synthesize the most relevant issues
- Apply the concepts to practical cases.
- Capturing the complexity of real life situations, different points of view and various dimensions of the organizational and management issues
- Ability to exchange views and discuss, and ability to learn from the debate

Practices

Practices are held in groups of up to five members, to be established at the beginning of the course and will be maintained. Throughout the course there will be three practices where there are problems which will need to apply knowledge which is being acquired. These practices serve as the backbone of learning, following the principles of project-based learning. For each practice it will provided a dossier that shall include the objectives, description, date of delivery, and criteria assessment. Each practice will consist of a report and a presentation at pp.

Oral presentations

Each student will present oral argument at least once during the term. The days of presentation are announced at the beginning of the course. The day of the presentation the teacher a designate the groups that will carried out the presentation.

Small group and individual tutoring

The teacher will follow up the student progress and supervise their practices and work, providing feedback on their progress, the degree of achievement of the objectives of their work, giving directions for improvement.
Learning objectives of the subject

BLOQUE MARQUETING

1. Analizar, interpretar y explicar las funciones del marketing dentro de la práctica de la profesión de ingeniero de diseño de producto

1.1 Identificar, partiendo de lecturas, noticias o casos prácticos, los elementos del entorno que influyen en las decisiones de marketing.

1.2 Entender las interacciones que se dan entre las decisiones de marketing y producción y la suya influencia en el ejercicio profesional de la función de ingeniería de diseño de producto.

2. Relacionar las informaciones del entorno y el mercado que condicionan las decisiones del marketing estratégico.

2.1 Interpretar información de mercado de una empresa

2.2 A partir de información técnica real, ser capaz de escoger la estrategia de marketing más adecuada.

2.3 Conocer y comprender el modelos más habituales del marketing estratégico y su aplicación.

2.4 Elaborar, a partir del análisis y diagnóstico de información, la estrategia más adecuada del marketing empresarial a situaciones concretas que se plantearán a los alumnos.

3. Conocer y entender la interacción entre la función de ingeniería de diseño de producto y el marketing de la empresa.

3.1 Identificar aquellos aspectos de marketing donde la ingeniería de diseño de producto tiene más influencia.

3.2 Reconocer y aprender a gestionar las áreas del mix de marketing donde la función de ingeniería de diseño de producto tiene un papel más preponderante.

Producción:
## Content

<table>
<thead>
<tr>
<th>- Module 1 company in the economic environment</th>
<th><strong>Learning time:</strong> 18h</th>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 4h</td>
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<td>Laboratory classes: 0h</td>
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<td>Guided activities: 0h</td>
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<td>Self study : 14h</td>
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### Description:

Provide an overview of the macroeconomic environment, the relationship between the variables and the framework within which managers make decisions.

### Contents

1.1. Operators. The company in the economic system  
1.2. Linkages with the macroeconomic environment  
1.3. The company as a system  
1.4. Functions and areas of the company decision making  
1.5. Types and determinants of organization structure

### Related activities:

- Analyze a newspaper article on the adjustment measures of the government to reduce fiscal deficits, identifying its impact on various economic operators. The main purpose is to evaluate the different opinions, differentiating technical-economic issues from values-political, and been able to express grounded personal opinions.

- Analyze a real business plan as a synthesis of business decisions based on opportunity business. Understanding the interrelationship of business decisions in each area.

### Specific objectives:

Understanding the interrelationship of the factors that affect macroeconomic dynamics and how this dynamic influence business decisions and results.
Mòdul MQ_2  Màrqueting estratègic

Learning time: 32h
- Theory classes: 8h
- Practical classes: 0h
- Laboratory classes: 6h
- Guided activities: 0h
- Self study: 18h

Description:
LEADERSHIP AND MOTIVATION OF TEAMS

2.1. Motivation
2.2. Communication
2.3. Teams
2.4. Leadership and emotional intelligence

HUMAN RESOURCE MANAGEMENT

2.5. Human Resources Planning
2.6. Promotion and recruitment
2.7. Development techniques: training and motivating
2.8. The evaluation of individual and team performance

Related activities:
- Work individually and perform critical work on a case of company reorganization resulting in a conflict. Discussion group.
- Conduct a role playing on a mediation session in the company in class.
- Working individually and make a critical work on a case of recruitment, leadership and communication the company. Discussion group.
- Working individually and make a critical work on the film "El método"

Specific objectives:
Understanding the basics of human behaviour in organizations, from the scope of managerial skills and human resource management.
### Mòdul MQ_3 Models de màrqueting estratègic

<table>
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<tr>
<th>Learning time: 39h</th>
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<tr>
<td>Theory classes: 10h</td>
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<tr>
<td>Practical classes: 0h</td>
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<tr>
<td>Laboratory classes: 8h</td>
</tr>
<tr>
<td>Guided activities: 0h</td>
</tr>
<tr>
<td>Self study: 21h</td>
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### Description:
- 3.1. The economic and financial structure of the company. Ratings.
- 3.2. Costs, benefits and results.
- 3.3. Evaluation and selection of investments.
- 3.4. The sources of funding.

### Related activities:
- Exercises
  - Exercise 1: BSI order
  - Exercise 2: analyzing a company's balanced
  - Exercise 3: analyzing a company undercapitalized
  - Exercise 4: analyze and compare two real balances
  - Exercise 5: Arrange items in the profit and loss account
  - Exercise 6: analyze the income statement of a company and propose solutions
  - Exercise 7: Choosing between two projects through the application of NPV and IRR
- Practice on real data of a company.
Mòdul MQ_4 Disseny de producte i màrqueting

Description:
Offer a perspective of market orientation and customer, identifying major problems, and learn basic technical and market knowledge for making business decisions.

Contents
4.1. Market orientation and customer orientation of competitive businesses
4.3. Operational marketing. Marketing decisions throughout the company
4.6. The promotion and advertising: commercial communications, imaging
4.7. The commercial distribution, channel selection and distribution strategies

Related activities:
Exercises
Exercise 1: Market research
Exercise 2: SWOT
Exercise 3: Marketing MIX

Practice: you will receive the statement of a case and all necessary data with which the students developed the marketing mix

Specific objectives:
Offer a perspective of market orientation and customer, identifying the main problems, and learn basic technical and market knowledge for making business decisions.

Title English

Description:
content English

Learning time: 39h
Theory classes: 10h
Practical classes: 0h
Laboratory classes: 8h
Guided activities: 0h
Self study : 21h

Learning time: 1h
Theory classes: 1h
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<td>Theory classes: 1h</td>
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Description: content english
Qualification system

In the evaluation of the student will be considered both the work done in group and the achievement of the contents assessed in individual written tests (exams). These exams will consist of one part of short questions or test type, and another of open questions or development. The students will also have a note obtained from the oral presentation of the practice, and one according to their attendance and contributions in the theoretical and practical classes.

Final Grade = Marketing Mark * 0.5 + Production Mark * 0.5
Marketing Mark = Exams Mark * 0.5 + Assignments mark * 0.4 + Oral presentation and participation mark * 0.1
Production Mark = Exams Mark * 0.5 + Assignments mark * 0.4 + Oral presentation and participation mark * 0.1

Students who may be eligible for reevaluation according to academic regulations may improve on a written exam only the corresponding mark “Exams Mark”, which has a weight of 50% on the final grade of the subject, as indicated in the formula above.

Bibliography

Basic:

KOTLER, Philip; CÁMARA, Dionisio; GRANDE, Ildefonso y CRUZ, Ignacio. Dirección de Marketing. Madrid: Prentice-Hall,
MUNUERA ALEMÁN, José Luis y RODRÍGUEZ ESCUDERO, Ana Isabel (, Marketing estratégico. Teoría y casos. Madrid: Pirámide,
KOTLER, Philip y ARMSTRONG, Gary. Fundamentos de Marketing. Méxic: Pearson Educacion,
VAZQUEZ, Rodolfo y TRESPALACIOS, Juan. Marketing: estrategias y aplicaciones sectoriales. Madrid: Editorial Civitas,