

TEACHING PLAN FOR

- **INTERNATIONAL PRODUCT MANAGEMENT**

1. Basic description

Name of the course:	International Product Management
Academic year:	2012-2013
Year:	Elective
Term:	1º
Degree / Course:	Bachelor's Degree in International Business and Marketing
Course's code:	40112
Number of credits:	4
Total number of hours committed:	100
Teaching language:	English
Instructor:	Mr. Anders Braekken

Timetable:

GROUP 1: 18:30 – 20:45
Monday,

GROUP 2:
Monday, 15:45 – 18:00

SEMINARS - GROUPS 1A, 1B, 2A, 2B:

1A: Thursday, 18:50 – 19:45
1B: Thursday, 17:50 – 18:45
2A: Thursday, 20:50 – 21:45
2B: Thursday, 19:50 – 20:45

2. Introduction to the course

How do we create brands and products customers love?

How do we decide which product opportunities to pursue?

How do we position our product in the marketplace?

How do we manage products and brands across departments and countries?

How do we manage the product's life-cycle?

To survive in an ever-changing global environment, creating and delivering innovative brands, products and services that are differentiated and relevant is what distinguishes a winning organisation from its competitors.

Some of the topics to be covered in this course include managing products that fulfill or create market demand, team management and leadership, opportunities in the product-brand space, developing a 360° product brand experience, optimizing the product development processes, brand and product life-cycle management, speeding up time-to-market, meeting industry quality and regulatory standards and becoming more agile than competitors

Whether you will end up as a future product manager, brand manager or as an innovation consultant, a start-up entrepreneur working to identify a winning product strategy, or a marketing manager striving to win the hearts and minds of consumers, this course will provide you with a framework, approach and tools for effective International Product Management.

3. Competences to be achieved in the subject

General competences	Specific competences
<p data-bbox="320 1402 501 1438">Instrumental</p> <p data-bbox="225 1476 762 1955"> G.I.1. Ability to search, analyze, assess and synthesize information. G.I.2. Ability to relate concepts and knowledge from different areas. G.I.3. Ability to organize and plan. G.I.4. Ability to tackle and solve problems. G.I.5. Ability to make decisions in complex and changing situations. G.I.6. Ability to prepare, present and defend arguments. G.I.8. Oral and written competence in communicating in English. </p> <p data-bbox="320 1991 571 2027">Generic systemic</p>	<p data-bbox="999 1402 1166 1438">Disciplinary</p> <p data-bbox="804 1476 1342 1585"> E.D.11. Introduce the basic marketing instruments and ability to plan commercial strategies. </p> <p data-bbox="991 1624 1174 1659">Professional</p> <p data-bbox="804 1697 1358 2027"> E.P.1. Ability to understand the decisions made by economic agents and their interaction in the markets. E.P.2. Ability to analyze economic indicators when making decisions within the organization. E.P.17. Ability to express and understand spoken and written communication in English at an </p>

<p>G.S.1. Creative ability. G.S.2. Observational ability. G.S.4. Entrepreneurial ability. G.S.6. Ability to propose, develop and implement initiatives and changes within the organization.</p> <p>For applicability</p> <p>G.A.1. Ability to make operational the knowledge and skills attained. G.A.2. Ability to use quantitative criteria and qualitative insights when making decisions.</p>	<p>advance level to apply it to the international business area. E.P.21. Ability to search and use the various information resources. E.P.22. Ability to contrast the acquired knowledge during the training process and adapt it to real situations.</p>
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The above competences interrelated with the basic abilities set out in Royal Decree 1393/2007 are namely :

- a. competence to **understand knowledge** on the basis of general secondary education;
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, more specifically, the ability to develop and defend arguments and to solve problems.
- c. competence to **gather and interpret** relevant **data** making possible to issue reflective judgments on economic and social reality.
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialized and non-specialized audience.
- e. competence to **develop learning activities** in a relative autonomous manner.

Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic knowledge and those that define the professional profile of the graduate with respect to general and specific competences.

Basic competence: understanding knowledge

General Competences G.I.3
Specific competences E.P.1

Competencia básica: application of knowledge

Specific competences E.P.22

Basic competence: gather and interpret data

Specific competences E.P.21

Basic competence: communicate and transmit information

General competences G.I.8

Specific competences E.P.17

Basic competence: develop learning activities

General competences. G.I.3, G.S.6

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalizing students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments.
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- provide students with the capacity to make complex decisions and carry out negotiation processes.

The subject's own competences

Ability to prepare a marketing plan and integrate it with the organization's commercial strategy. Propose the best strategies for the introduction of a product in the market.

4. Contents

International Product Management (IPM) is a course which has been designed to provide you with cutting-edge knowledge and techniques for mastering the challenges facing product organisations in today's complex and fast-changing business environment. We address the dynamics of product management, processes and tools, team collaboration and international product strategies.

The course consists of four main modules:

- Fundamentals of IPM
- Market focused IPM
- The new product development process
- Post-launch product management

Module	Class Topics	Description
FUNDAMENTALS OF IPM	What Is International Product Management (IPM)?	Why do products, -lines, -portfolios, solutions and product-service bundles need management?
	The Current State of IPM	The generic IPM model. From products to brands. IPM challenges in today's business contexts.
	IPM Teams and Leadership	How to organise and manage IPM teams. Roles, tasks and responsibilities of the Product Manager.
	The Product Master Plan and Portal	Bringing all the product data and specifications into the Product Master Plan and Portal.
MARKET DRIVEN IPM	The Product-Brand Space #1	Internal factors that influence IPM.
	The Product-Brand Space #2	External factors that influence IPM.
	Product Brand Strategy	Positioning, platform, architecture and inspiration.
	Delivering the Product Brand Experience	Creating a 360° product brand experience.
	IPM Strategy and Planning #1	Product and brand strategies. Portfolio strategies. Creating a new category.
	IPM Strategy and Planning #2	International product and brand strategies. Managing differences. Portfolio management.
THE NEW PRODUCT DEVELOPMENT PROCESS	Phase 1: Product Concept Development	Insights and drivers. Ideation. Incremental or radical. Key product differentiators.
	Phase 2: Building the Product Business Case	Is there really an opportunity. Fit with portfolio. Make or buy. Existing brand or a new brand.
	Phase 3: Viability Assessment and Prototyping	Viability of scenarios. Risks. Focus groups. Cost drivers and structures.
	Phase 4: Product Manufacturing	Quality management, supplier certifications, adjustments, where to manufacture.
	Phase 5: Developing the Product's Market Plan	A road-map outlining where the product wants to be positioned and how it intends to get there.
	Phase 6: Launching the Product	Internal and external launch. Priority of markets. Pilot markets. Market adjustments.
POST-LAUNCH IPM	Product Life-Cycle Management #1	Product management decisions in the initial phase.
	Product Life-Cycle Management #2	Product management decisions in the maturity phase.
	The Product Management Portal In Action	Using the PM portal as a dashboard for proactive and effective product management.
	The Future of IPM	Future trends in international product management and career opportunities.

5. Assessment

Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam:

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Comp	Opt	Teacher	Self-eval	Co-eval		Indiv	Group (#)	
Seminar Discussions and Case Presentations	Throughout the course	X		X			Conceptual, application and synthesis	X	X	10%
Group Project Papers	Two papers	X		X		X	Application and synthesis	X	X	20%
Individual Essay (1.000 words).	Date to be defined.	X		X			Conceptual and synthesis	X		20%
Final Exam (A minimum score of 4 is required)	Exam week	X		X			Conceptual and synthesis	X		50%

Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

Description of evaluation

Seminar Discussions and Case Presentations 10%

Students are expected to participate in seminar discussions, either through case presentations, role games or providing points-of-view in debates. Seminars focus on case studies associated with the topics which have been taught in classes the same week. Students are divided into groups of four. For each week one of the groups will be preparing the case to be presented and debated in the seminar.

Group Project Papers 20%

There will be two Group Project Papers to be submitted throughout the course. The papers adopt a practical case-based approach to the content and models presented in the course. There will be one Group Project Paper for each of the following modules:

- Market-Driven International Product Management
- The New Product Development Process

Individual Essay (1.000 words) 20%

The essay is an individual work in which the students express their understanding of a specific topic, undertake an analysis and present their point-of-view of the topic in a given context. Essays must be submitted according to the format guidelines.

Final exam 50%

Doing the final exam is a necessary condition to pass the course. In case of not attending the exam, the student will receive a “not presented” grade.

The minimum score in the final exam in order to compute with the other grading elements is 4. In case of not attaining the score of four (4), the course’s final grade will be the final exam’s score.

Extraordinary evaluation

Group Presentation Papers 20%

If the case studies were done and presented during the term, the grade will be applied in September. In case any or all were not done during the regular term, their submittal will be required at the time of September's exam

Individual Essay 30%

The completion and submittal of the Individual Essay is a necessary condition to pass the course. If the paper was finished and submitted during the term, the grade will be applied in September. In case it was not completed successfully during the regular term, its submittal will be required at the time of September’s exam.

Final exam

50%

Doing the final exam is a necessary condition to pass the course. In case of not attending the exam, the student will receive a “not presented” grade.

The minimum score in the final exam in order to compute with the other grading elements is 4. In case of not attaining the score of four (4), the course’s final grade will be the final exam’s score.

Evaluation of competences:

	GI 1	GI 2	GI 3	GI 4	GI 5	GI 6	GI 8	GA 1	GA 2	GS 1	GS 2	GS 4	GS 6	ED 11	EP 1	EP 2	EP 17	EP 21	EP 22	Propias
Class participation							X										X			X
Case discussions and presentations				X	X	X	X	X	X	X	X	X	X		X	X	X		X	X
Group project	X	X	X		X	X	X	X	X	X	X	X	X		X	X	X	X		X
Final exam							X										X			X

6. Bibliography and learning resources

Basic bibliography

Haines, Steven, (2009). The Product Manager's Desk Reference. Mc-Graw-Hill.

Complementary bibliography

Cagan, Marty, (2008). Inspired: How To Create Products People Love. SVGP Press.

Lovelock, Christopher and Wirtz, Jochen, (2011). Services Marketing: People, Technology and Strategy. Pearson Education, Inc.

Keller, Kevin Lane, (2008). Strategic Brand Management: Building, Measuring and Managing Brand Equity. Pearson Education, Inc.

Roberts, Kevin, (2005). Lovemarks: The Future Beyond Brands. Power House Books.

Learning resources

- Powerpoint slides for each session which will be uploaded to Aul@-Esci (Moodle platform).
- Video documentaries.
- Articles related to subject and case studies.

7. Methodology

Lectures

Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session as specified in section 8.

See table on next page for lecture topics.

Seminars

Students of a specific seminar group will form subgroups of 4 people that will work on the case study analyses and discussions and will elaborate and present the marketing plan. Case discussions will be evaluated both as a group and on an individual basis. The marketing plan will be evaluated and graded on group basis.

See table on next page for seminar topics.

IN CLASSROOM	DIRECTED (OUTSIDE CLASSROOM)	AUTONOMOUS
<p>Professor:</p> <ul style="list-style-type: none">- Professor's exposition- Doubts and questions resolutions <p>Student:</p> <ul style="list-style-type: none">- Case study discussions- Marketing plan presentation- Final exam	<p>Professor:</p> <ul style="list-style-type: none">- Reading and assessment of case study reports.- Reading and assessment of marketing plan sections. <p>Student:</p> <ul style="list-style-type: none">- Case study preparation- Marketing plan elaboration	<p>Student:</p> <ul style="list-style-type: none">- Reading of material before class- Personal individual study of the subject- Preparation for the final exam

8. Topic overview for lectures and seminars.

Module	Wk.	Lecture Topics	Time	Seminar Topics	Time
FUNDAMENTALS OF IPM	1	What Is International Product Management (IPM)?	1h	To be defined.	1h
		The Current State of IPM	1h		
	2	IPM Teams and Leadership	1h	To be defined.	1h
		The Product Master Plan and Portal	1h		
MARKET DRIVEN IPM	3	The Product-Brand Space #1	1h	To be defined.	1h
		The Product-Brand Space #2	1h		
	4	Product Brand Strategy	1h	To be defined.	
		Delivering the Product Brand Experience	1h		
	5	IPM Strategy and Planning #1	1h	To be defined.	1h
		IPM Strategy and Planning #2	1h		
THE NEW PRODUCT DEVELOPMENT PROCESS	6	Phase 1: Concept Development	1h	To be defined.	1h
		Phase 2: Building the Business Case	1h		
	7	Phase 3: Product Assessment and Prototyping	1h	To be defined.	1h
		Phase 4: Development and Manufacturing	1h		
	8	Phase 5: Developing the Product's Market Plan	1h	To be defined.	1h
		Phase 6: Launching the Product	1h		
POST-LAUNCH IPM	9	Product Life-Cycle Management #1	1h	To be defined.	1h
		Product Life-Cycle Management #2	1h		
	10	The Product Management Portal In Action	1h	To be defined.	1h
		The Future of IPM	1h		
		Total lecture hours	20h	Total seminar hours	10h
		Estimated preparation time	40h	Estimated preparation time	30h

Estimated total time dedicated to the course: **100 hours.**