

## 40112 - International Product Management

### TEACHING PLAN

#### 1. Basic description

**Name of the course:** International Product Management

**Area:** Marketing and Market Research

**Profile:** International Marketing Strategies

**Academic year:** 2022–2023

**Term:** 1st

**Degree / Course:** Bachelor's Degree in International Business and Marketing

**Code:** 40112

**Number of credits:** 4

**Total number of hours committed:** 100

**Teaching language:** English

**Lecturer:** Carlos Andres

**Office hour:** Monday, 16:30 to 17:00 (booked 48 hours in advance)

**Online tutoring:** upon request; all emails answered within 48 hours

**Timetable:** [SIGMA Schedule](#)

#### 2. Presentation of the course

Are you passionate about marketing? Do you want to work in a multicultural company and manage your own Product Portfolio? If yes, then this course is for you. Via a set of lectures with real life examples and tools & seminars with practical exercises, we will undertake a practical/actionable approach to International Product Management (IPM) to help you start developing your own criteria. You will learn & understand different leverages (e.g., strategic, analytical, operational, decision taking), specifically adapted to the unpredictable times we live in. International products and brands are, and will most certainly remain a key pillar of our Global World.

The IPM course takes a holistic approach to product management by providing an insight in the entire process - from the moment an idea for a new product is conceived, actual product development, branding and launching into the market all the way until it is discontinued and withdrawn from the market. More specifically, the course will look at topics such as Product Innovation & Entrepreneurship, the New Product Development Process, Metrics in Marketing, Product Branding and Positioning, Product Life-Cycle Management, and Review Marketing Plan.

#### 3. Competences to be worked in the course

**General competences:****Instrumental competences**

G.I.2. Ability to relate concepts and knowledge from different areas.  
G.I.3. Ability to organize and plan.  
G.I.6. Ability to develop, present and defend arguments.

**Specific competences:****Disciplinary competences**

E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies

<p><b>Generic personal competences</b></p> <p>G.P.5. Capacity for empathising</p> <p><b>Generic Systematic competences</b></p> <p>G.S.1. Ability to apply creativity. G.S.2. Ability to observe G.S.3. Ability to think globally.</p> <p><b>Competences for applicability</b></p> <p>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions. G.A.3. Ability to search and exploit new information sources. G.A.4. Ability to understand and apply the network concept. G.A.5. Ability to understand an economic organization with a global perspective.</p>	<p><b>Professional competences</b></p> <p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets. E.P.8. Ability to take functional decisions within an organization with international activity. E.P.20. Ability to confront and understand the business culture and environment and propose real solutions to specific problems in the organization.</p>
---	--

The above competences interrelated with the basic abilities set out in Royal Decree 1393/2007 are namely:

1. competence to **understand knowledge** on the basis of general secondary education.
2. 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.
3. competence to **gather and interpret** relevant **data** making possible to issue reflective judgments on economic and social reality.
4. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialized and non-specialized audience.
5. competence to **develop learning activities** in a relative autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

**Basic competence: understanding knowledge**

*General Competences:* G.S.2, G.A.2, G.A.5

*Specific competences:* E.P.1

**Basic competence: application of knowledge**

*General competences:* G.S.1, G.S.3, G.A.4

*Specific competences:* E.P.20

**Basic competence: gather and interpret data**

*General competences:* G.A.3

*Specific competences:* E.P.8

**Basic competence: communicate and transmit information**

*General competences:* G.I.6, G.P.5

**Basic competence: develop learning activities**

*General competences:* G.I.2, G.I.3

*Specific competences:* E.D.11

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.

### Learning outcomes

Establish the strategies and positioning for products at an international level.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model must switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

## 4. Contents

The IPM course takes a holistic approach to product management, from the moment an idea for a new product is conceived to the time it is discontinued and withdrawn from the market. The course is structured around the following topics:

**TOPIC 1:** International Product Management (IPM) In the Digital Economy

**TOPIC 2:** Product Innovation

- Entrepreneurship and Product Innovation Models in Organisations
- Open Innovation Ecosystems

**TOPIC 3:** The New Product Development Process

- Concept Development and Business Modelling
- Product Definition, Prototyping and Supply-Chain Planning

**TOPIC 4:** Product Branding and Positioning

- Market Considerations
- Product Branding

**TOPIC 5:** Product Lifecycle Management

- Product Launch and Market Entry Strategies
- Managing the Life-Cycle From Early to Late Markets

## 5. Assessment

### Regular term evaluation

The course grade will be based on the completion of several continuous assessment activities and a final exam that will assess the degree of achievement of the different skills worked during the course. The final grade will be determined as the weighted average of various continuous evaluation activities and a final exam, as indicated in the table below:

Assessment element	Frequency	Minimum Grade Requirement	Assessment agent			Type of activity	Individual or Group Activity	Weight (%)
			Prof	Self	360			
<b>CONTINUOUS EVALUATION</b>								
<b>CONTINUOUS EVALUATION REQUIREMENTS TO BE ABLE TO TAKE THE FINAL EXAM:</b>								
- Minimum 4.0 as the weighted average overall continuous evaluation <b>grade</b>								
Participation	Throughout the course	N/A	X			Analysis Application	Individual and 4/group	10%



ACTIVITY	DATE	COMMENT
Group Paper 1	Sept. 23 – Oct. 07	Group work on Product Innovation (Topics 2 & 3) to put in practice some of the contents reviewed in class, this time in the real world.
Individual Essay	Oct. 10 – Oct. 21	Individual work on New Product Development (Topics 4 & 5) to go beyond the key principles reviewed in class, for a likely to become “new segment” leisure market.
Group Paper 2	Oct. 24 - Nov. 11	Group work on Product Branding (Topics 6 & 7) to put in practice some of the contents reviewed in class, time to open your mind and imagine the future
Exam	Dec. tbc, 2022	The date and time will be determined around week 5; you MUST be physically present in the examination room
Grades Published & Exam Revision	Dec. 21, 2022	Revision will take place in the afternoon/evening hours. Exact hours to be determined.
Remedial Exam	Jan. tbc 2023	The date and time will be determined a week before the exam; you MUST physically present in the examination room

### Working competences and assessment of Learning Outcomes learning outcomes:

	GI2	GI3	GI6	GP5	GS1	GS2	GS3	GA2	GA3	GA4	GA5
Class Participation				X		X					
Group Papers	X	X	X	X	X	X	X	X	X	X	X
Individual Essay	X	X	X	X	X	X	X	X	X	X	X
Final exam	X		X				X	X			

LO = learning outcomes

**Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.**

## 6. Bibliography and teaching resources

### Basic bibliography

- Byron Sharp (2010). **How Brands Grow**. what marketers don't know. Oxford University Press

- Ries, Eric, (2011). **The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.** Crown Business.
- Osterwalder, Alexander and Pigneur, Yves, (2010). **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.** John Wiley & Sons, Inc.

#### Supplementary bibliography:

- Hans Rosling (2018). **Factfulness.** Flatiron books
- Johnson, Gerry and Scholes, Kevan (2010). **Exploring Corporate Strategy.** Prentice Hall.
- Wheeler, Alina, (2017). **Designing Brand Identity: An Essential Guide for the Whole Branding Team.** John Wiley & Sons, Inc.
- Moore, Geoffrey A. (2014). **Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers.** Harper Collins.
- Haines, Steven, (2014). **The Product Manager's Desk Reference.** Mc-Graw-Hill.

#### Teaching resources

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

### 7. Methodology

The methodology of this subject is based on carrying out the following activities:

Activity	Content	Type of Work	Location
<b>Previous reading to Lectures</b>	Previous read of next Lecture (always available at Moodle one week in advance of each Topic Date) to make sure students come with relevant questions to the Lecture Sessions.	Individual work, to know in advance (1 <sup>st</sup> read) Key Models/Theoretical Principles	Out of class
<b>Lectures</b>	10 sessions x 2 hours for Key Topics and Practical Examples to support Key Models.	Teacher explaining Theory and Practical/Real Examples to understand Key Models and Principles on each Topic	In class
<b>Seminars</b>	9 sessions x 1 hour Practical sessions in which Relevant Topics are worked / explained / discussed in depth during the sessions.	Teacher explaining Practical Examples and Applicability of each Seminar's topic	In class
<b>Group Papers</b>	Basic work to understand & develop in practical/real working life conditions Key Topics explained in Lectures. As a Group Activity, need to negotiate/divide different roles within group.	Group (4 people) work	Out of class
<b>Individual Essay</b>	Basic work to understand & develop in practical/real working life conditions Key Topics explained in Lectures. As a personal work, a good way to evaluate students added value to briefing.	Personal work	Out of class
<b>Exam</b>	Evaluation of learnings and growth in the subject.	Personal work	In class

The following table presents the total weekly hours that the student is expected to dedicate to course activities

Week	Lectures	Seminars	Individual Work	Group Work	Final Exam Preparation	Exams	Total
Week 1	2	0	2				4
Week 2	2	1	3	3			9
Week 3	2	1	3	3			9
Week 4	2	1	3				6
Week 5	2	1	9				12
Week 6	2	1	9				12
Week 7	2	1	4				7
Week 8	2	1	4	3			10
Week 9	2	1	4	3			10
Week 10	2	1	4		3		10
Week 11	0	0	0		5		5
Week 12	0	0	0		4		4
Final Exam						2	2
<b>Total</b>	<b>20</b>	<b>9</b>	<b>45</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>100</b>

## 8. Scheduled activities

Distribution of hours between lectures and seminars (according to the number of credits in the study plan): 2 hours of lectures and 1 hour of seminar (from the 2nd week of classes).

The following table offers the detailed schedule of activities:

Week	Before the class activity	In-class activity		Resources	After-class activity
		Lectures	Seminars		
<b>Week 1</b>	L1: International Product Management (IPM) In the Digital Economy  Pre-read Lecture 2	Lecture 1	no Seminar on week 1	Lecture 1 slides consolidation  Lecture 2 slides	Understand and Key Topics
<b>Week 2</b>	L2: Entrepreneurship and Product Innovation	Lecture 2	Seminar 1: Storytelling (including group presentation in class)  Group Work on Paper 1 for two weeks (Product Innovation)	Lecture 2 slides consolidation  Group Paper 1 slides	Understand and Key Topics

	Pre-read Lecture 3			Lecture 3 slides	
<b>Week 3</b>	<b>L3: Open Innovation</b>  Pre-read Lecture 4	<b>Lecture 3</b>	Seminar 2: Product Test (including individual product test in class activity)  Group Presentation submission Paper 1 (Product Innovation)	Lecture 3 Slides consolidation  Group Paper 1 slides  Lecture 4 slides	Understand and Key Topics
<b>Week 4</b>	<b>L4: Concept Development and Business Modelling</b>  Pre-read Lecture 5	<b>Lecture 4</b>	Seminar 3: Store Check (Innovation)  Individual Essay work for 3 weeks (New Product Development, Briefing)	Lecture 4 slides consolidation  Individual Essay 1 slides  Lecture 5 Slides	Understand and Key Topics
<b>Week 5</b>	<b>L5: Product Definition, Prototyping and Supply-Chain Planning</b>  Pre-read Lecture 6	<b>Lecture 5</b>	Seminar 4: One Page Memo  Individual Essay work for 3 weeks (New Product Development, Briefing)	Lecture 5 slides consolidation  Individual Essay 1 slides  Lecture 6 slides	Understand and Key Topics
<b>Week 6</b>	<b>L6: Market Considerations</b>  Pre-read Lecture 7	<b>Lecture 6</b>	Seminar 5: Briefing  Individual Essay submission (New Product Development, Briefing)	Lecture 6 slides consolidation  Individual Essay 1 slides  Lecture 7 slides	Understand and Key Topics
<b>Week 7</b>	<b>L7: Product Branding</b>  Pre-read Lecture 8	<b>Lecture 7</b>	Seminar 6: Gross Margin - 1  Group Work on Paper 2 for two weeks (Product Branding, 3 opportunities)	Lecture 7 slides  Lecture 8 slides	Understand and Key Topics
	<b>L8: Product Launch and</b>			Lecture 8 slides	Understand and



<b>Week 8</b>	<b>Market Entry Strategies</b>  <i>Pre-read Lecture 9</i>	<b>Lecture 8</b>	Seminar 7: Gross Margin - 2 / Sales Forecast  Group Presentation submission Paper 2 (Product Branding, 3 opportunities)	consolidation  <i>Lecture 9 slides</i>	Key Topics
<b>Week 9</b>	<b>L9: Managing the Life-Cycle From Early to Late Markets</b>  <i>Pre-read Lecture 10</i>	<b>Lecture 9</b>	Seminar 8: Nielsen, sell in - sell out	Lecture 9 slides consolidation  <i>Lecture 10 slides</i>	Understand and Key Topics
<b>Week 10</b>	<b>L10: Summary and Exam Preparations</b>	<b>Lecture 10</b>	Seminar 9: Nielsen, sell in - sell out 2, decision taking	Lecture 10 slides consolidation	Understand and Final Review or Topics
<b>Final exam week</b>	Final exam preparation	<b>Final Exam</b>			