

Course guide

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

Last modified: 29/06/2023

Unit in charge: Vilanova i la Geltrú School of Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: Colomer Mur, Josep Maria

Others: Colomer Mur, Josep Maria - Segura Castro, Nathalie - Abad Pequeño, Severino

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.
3. 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.
5. 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.
7. 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.

TEACHING METHODOLOGY

Exhibitions-synthesis

In the Theory sessions, the teacher will carry out an exposition of the contents, the theoretical bases of the subject, concepts, methods and results will be introduced, illustrating them with convenient examples to facilitate their understanding . This exhibition is understood as a guide for the students' study work, with the function of presenting the topic, proposing material for their study, clarifying doubts and making a synthesis.

For each subject, the following will be provided:

- The material used in class exhibitions and other complementary material that will be available on the Digital Campus.
- Specific bibliography with indication of location, preferring material in electronic format.

Case work and articles

The work on cases or articles will be based on the questions proposed by the teacher. These works must be handed in on the day agreed upon at the beginning of the session where they will be discussed in the class group. The maximum deadline for handing in a case is set out in the calendar. The teacher can upload to the Digital Campus, as a reference and supplementary guide, some of the most well-evaluated works of each installment.

Casework aims to foster the following skills:

- Understanding of the situation presented and ability to synthesize its most relevant aspects.
- Application of the concepts studied to practical cases.
- Achievement of the complexity of real situations, the different points of view and the various dimensions of organizational and management phenomena.
- Presentation of written documents.
- Skills to exchange points of view and discuss, and ability to learn from the debate. practices

The practices will be carried out in groups, which will be formed at the beginning of the year and will be maintained.

Throughout the course, practices will be carried out where problems will be posed to be solved, in which it will be necessary to apply the knowledge that is being acquired. These practices act as the backbone of learning, following the principles of project-based learning.

For each practice, a dossier will be provided containing the objectives, description, delivery date and assessment criteria. Each practice will consist of a report and a ppt presentation.

Oral presentations of the practices by the students

Students may be asked to make an oral presentation of one of the practices carried out. Small group and individual tutoring

The teacher will follow, individually and in small groups, the progress of the student and will tutor their practices, providing feedback on their progress and the degree of achievement of the objectives of their work, while giving directions for its improvement.

LEARNING OBJECTIVES OF THE SUBJECT

The subject is structured in two parts, with quite different contents but which the student needs to integrate from an overall view, since Marketing and Production are two distinct functions within the structure of a company, but which work coordinated

The main objective of the subject is for students to have sufficient information to understand each of these parts, since the Product Design function will be related to both.

The subject will create a common thread between the two parts based on a practical case that the students will develop throughout the course.

MARKETING BLOCK

1. Analyze, interpret and explain the interactions that occur between marketing and production decisions and their influence on the professional exercise of the product design engineering function.
2. Know and understand the transition from mass marketing to digital marketing and how companies are adapting marketing to the new environments presented by Industry 4.0.
3. Identify and understand the change processes that marketing departments are developing in companies and the main trends.

PRODUCTION BLOCK

4. Know the function, costs and production process of the company.
5. Use techniques and tools for the design of a manufacturing plan at its different levels.
6. Use basic techniques and tools for quality and safety management.

STUDY LOAD

Type	Hours	Percentage
Hours large group	45,0	75.00
Hours small group	15,0	25.00

Total learning time: 60 h

CONTENTS

MQ_1 Integration of marketing and production decisions

Description:

Content

1.1. Marketing / production interaction.

1.2. Product and marketing engineering interaction

Specific objectives:

Understand the interrelation of the marketing and production functions and variables that affect the whole of the dynamics of the company, and how this dynamic influences the business decisions and their results.

Related activities:

Full-or-part-time: 1h

Theory classes: 1h

MQ_2 From mass marketing to digital marketing

Description:

- 2.1 Evolution of marketing. Current trends.
- 2.2 Market-oriented marketing
- 2.3 Marketing in the digital age

Specific objectives:

Understand how marketing has evolved throughout its history, what are its highlights and what are the current trends

Full-or-part-time: 3h

Theory classes: 2h

Practical classes: 1h

MQ_3 Marketing in Industry 4.0

Description:

- 3.1. From industry 3.0 to 4.0
- 3.2. Marketing in Industry 4.0

Specific objectives:

Learn about the evolution and marketing towards digitalization.

Full-or-part-time: 1h

Theory classes: 1h

MQ_4 Centenials: the new marketing target group

Description:

- 4.1. Changes in the target group of marketing
- 4.2. Marketing and lifestyles
- 4.3. Lifestyle characteristics according to the generational profile
- 4.4. Millennials and Centenials, preferred target groups for marketing

Specific objectives:

To know the main tendencies that mark the studies of the lifestyles according to the generational profiles

Full-or-part-time: 1h

Theory classes: 1h

MQ_5 The era of omnichannel marketing

Description:

- 5.1 Evolution of sales channels: from multichannel to omnichannel.
- 5.2 The growth of digitalization in the relationship with the customer.
- 5.3 Marketing and Big Data.
- 5.4 Cases of good practices in omnichannel strategy.

Specific objectives:

Know the main omnichannel strategies that brands are developing.

Full-or-part-time: 1h

Theory classes: 1h

MQ_6 Creative evolution of marketing

Description:

- 6.1 Advertising, the channel of communication between brands and the consumer.
- 6.2 Creative evolution of advertising media.

Specific objectives:

Learn about the evolution of the promotion strategies developed by brands

Full-or-part-time: 1h

Theory classes: 1h

MQ_7 Digital Marketing Trends

Description:

- 7.1 Main trends in digital marketing.
- 7.2 Marketing and Artificial Intelligence.
- 7.3 Impact of AI on marketing strategies

Specific objectives:

Learn about the effects and changes that have taken place in marketing with the introduction of AI.

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h

MQ_8 Marketing and packaging

Description:

- 8.1 Packaging in relation to the product
- 8.2 Packaging and brand image
- 8.3 Evolution of packaging
- 8.4 Packaging conditioning factors as a marketing tool
- 8.5 Packaging trends
- 8.6 Post-covid packaging²¹

Specific objectives:

Know and apply packaging strategies as an element of brand communication and customer relationship.

Full-or-part-time: 12h

Theory classes: 8h

Practical classes: 4h

MQ_9 Post-covid marketing

Description:

- 9.1 Covid Impact Roadmap
- 9.2 Some facts that may have changed consumption habits
- 9.3 Marketing trends in the "new normal"

Specific objectives:

Know and analyze the impact that Covid is having on marketing strategies and how brands are dealing with the new situation.

Full-or-part-time: 1h

Theory classes: 1h

PRO_10 Organization Of the economic activity

Description:

Contents:

- 10.1. Definition of processes.
- 10.2. Conceptual classification of processes
 - Operating processes.
 - Support processes
 - Strategic processes.
- 5.3. Internal Value System.
- 5.4. External Value System.
- 5.5. Diagramming? Of processes.
- 5.6. Added value and waste

Specific objectives:

Understanding how the needs of customers are based on the processes that maximize the VA.

Full-or-part-time: 1h

Theory classes: 1h

PRO_11 Resources

Description:

Types of processes
Production time, delivery time, performance and quality.
Calculation of the number of resources required
How to dispose the resources in the most optimal way
Stock and waiting calculations.
Creation of layouts.
Methodology of the 5S.

Specific objectives:

Once the processes are identified, choose them and have them in the most efficient and flexible way

Full-or-part-time: 1h

Theory classes: 1h

PRO_12 Total Quality

Description:

Model Jidoka.
AMFE of processes.
A3 Report.

Specific objectives:

Understanding how modern quality is based on making it always good, instead of controlling, and learning from problems, instead of simply correcting them

Full-or-part-time: 1h

Theory classes: 1h

PRO_13 Perfection. Quality Continuous Improvement

Description:

Contents:

- 13.1. Organization of the workplace.
 - 5'S
 - Visual measurements
- 13.2. Jidoka
 - Jidoka Cases
 - Definition
- 13.3. quality
 - 'At what point in the process should quality be controlled and verified?
 - Quality at the source
 - Definition of quality.

Full-or-part-time: 1h

Theory classes: 1h

PRO_14 Quality management in the Workplace

Description:

Contents:

- 14.1. Quality definition
 - Efficient process management
 - Definition
 - Implementation stages
 - Models
- 14.2. Implementation of quality in productive processes
 - Product planning
 - Product design
 - Design processes
 - Control of production
 - Product control
- 14.3. Modal Analysis of faults and effects
- 14.4. Total quality models
 - EFQM
- 14.5. Tools for the analysis and improvement of processes
 - Ishikawa
 - Pareto diagram
 - Histogram
 - Dispersion
- 14.6. The statistical control of processes. SPC.
 - Control charts
 - Calculation of the capacity of a process

Full-or-part-time: 1h

Theory classes: 1h

PRO_15 Lean Startup

Description:

Contents:

15.1. Startup companies

- Which are?
- Are traditional business models valid? Needs and particularities not covered

15.2. Lean StartUp Method

- Origin of the Lean StartUp Method
- 'What is the Lean StartUp Method?
- Characteristics, methodology and approach
- The focus on the client. Customer Development
- The PMH (Viable Minimum Product) and the Early Adopters the pivoting and the experiments to validate the Hypotheses The importance of the metrics in the decision making Generation of the Business Model
- The influence of Design Thinking

Specific objectives:

Know the latest tendencies in horizontal management and fast response to the market.

Full-or-part-time: 1h

Theory classes: 1h

GRADING 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

Important: Grades below 4.00 will not be graded and the student will be re-evaluated.

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:

- Lambin, Jean-Jacques. Marketing estratégico. Madrid: ESIC, 2003. ISBN 8473563522.
- Kotler, Philip; Armstrong, Gary. Fundamentos de marketing [on line]. 13a ed. Ciudad de México: Pearson Educación de México, 2017 [Consultation: 19/02/2024]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6678. ISBN 9786073238458.
- Kotler, Philip. Dirección de marketing [on line]. 15a ed. México: Pearson, 2016 [Consultation: 19/02/2024]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=4468. ISBN 9786073237000.
- Munuera Alemán, José Luis. Estrategias de marketing : un enfoque basado en el proceso de dirección. 2a. Madrid: ESIC, 2012. ISBN 9788473568197.
- Marketing : estrategias y aplicaciones sectoriales. Madrid: Civitas, 1994. ISBN 8447004341.