

**COURSE DATA****Data Subject**

Code	40100
Name	Operational marketing design in the launching of new products
Cycle	Master's degree
ECTS Credits	10.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	7 - Development of social and managerial skills and marketing operating environment	Obligatory

Coordination

Name	Department
PEREZ CABAÑERO, CARMEN	43 - Marketing and Market Research

SUMMARY

In the subject Marketing operational design in the launch of a new product, the student is expected to know how to agglutinate and coordinate the decisions related to the determination of the most relevant attributes in the development of a new product, with the

Brand management, price determination and decisions related to sales and communication channels. All this with the practical application of the preparation of a plan to launch a new product.

The objective of this subject is to provide specialized, theoretical and practical training, and in any case, systematized and current, to promote the skill of the student in the process of making operational marketing decisions in companies.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

In relation to other subjects of the same degree, no enrollment restrictions have been specified with other subjects in the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.



- Ser capaces de organizar y planificar las actividades de un departamento de marketing en el ámbito empresarial.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Diseñar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

- Select and correctly use different sources of information in both traditional and electronic formats.
- Handle and correctly interpret quantitative and qualitative data to convert them into useful information for marketing decision making.
- Analyse marketing information.
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
- Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary.
- Develop the plan to launch a new product.
- Use marketing mix tools appropriately.

DESCRIPTION OF CONTENTS

1. Innovation, basic concepts

- 1.1. What is the product? What is a new product?
- 1.2. What is product development?
- 1.3. Strategies related to product development and marketing mix
- 1.4. Innovation and the product portfolio



2. New product development process

- 2.1. Organizational models for the development of new products
- 2.2. Development process of a new product
- 2.3. Phases of development of a new product
- 2.4. Generating ideas and sifting ideas
- 2.5. Concept development and concept test

3. New product development process

- 3.1. Design and product development
- 3.2. Basic characteristics of the product
- 3.3. Product test
- 3.4. Package, packaging, label. Package test

4. Brand Strategy and Retail Strategy

Part 1: BRAND

- 4.1. Brand concept
- 4.2. The brand as a generator of value
- 4.3. Brand strategies, Branding and trends

PART 2. RETAIL

- 4.4. Concept and importance of marketing channels
- 4.5. Planning of marketing channels

5. Pricing Methods

- 5.1. Price definition
- 5.2. Differential characteristics of the price
- 5.3. Price keys
- 5.4. Methods of pricing based on costs
- 5.5 Methods of pricing based on demand and price sensitivity analysis
- 5.6. Pricing methods based on competition

6. Price strategy

- 6.1. Research lines in prices
- 6.2. Price fixing
- 6.3. Price strategies for New Products
- 6.4. Price strategies in the Product Line
- 6.5. Promotional pricing strategies
- 6.6. Geographic pricing strategies
- 6.7. Segmentation strategies via prices
- 6.8. Managing buyers' expectations and behavior

**7. Communication strategy**

- 7.1. Communication
- 7.2. Integrated communication and 360° communication
- 7.3. Communication tools
- 7.4. Communication strategy in the launch of a new product

8. Neuromarketing and Virtual Reality

- 8.1. Neuroscience in marketing
- 8.2. Neuromarketing in communication
- 8.3. Virtual reality

9. New product marketing strategy

- 9.1. Market test
- 9.2. Demand estimate
- 9.3. Sales models of innovations
- 9.4. Launch plan

10. Control of the marketing plan

- 10.1. The control process
- 10.2. Types of control
- 10.3. Control tools
- 10.4. The balanced scorecard
- 10.5. Legal aspects

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	70,00	100
Theory classes	0,00	100
Attendance at events and external activities	8,00	0
Readings supplementary material	14,00	0
Preparation of evaluation activities	40,00	0
Preparing lectures	60,00	0
Preparation of practical classes and problem	60,00	0
TOTAL	252,00	



TEACHING METHODOLOGY

- Theoretical classes participatory lecture.
- Discussion of articles (readings).
- Seminars.
- Expert conferences.
- Workgroup

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

- Theory exam 45%
- Continuous assessment 5%
- Team work 40%
- Delivery of practices 5%
- Oral presentation 5%

In order to add the qualifications it is necessary to pass the theoretical exam.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

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- Munuera, J.L. y Rodríguez, A.I. (2014). Estrategias de Marketing Un enfoque basado en el proceso de dirección. Esin, Madrid.
- Lerma Kirchner, A.E. (2004): Guía para el desarrollo de productos. Un enfoque práctico. 3ª edición. Thomson.
- Sainz de Vicuña, J.M. (2018): El plan de marketing en la práctica. 22ª edición. Editorial ESIC. Madrid.



- Kotler, P. Y Armstrong, G (2018). Principios de marketing. 17ª Ed. Pearson. Madrid
- Garcia, R. (2014): Creating and Marketing New Products and Services. Ed. CRC Pres, US

Additional

- Küster, I (2002): La Venta Relacional. Esic: Madrid.
- Cravens, D.W. y Piercy, N. F. (2007): Marketing estratégico. 8ª edición. Editorial McGraw Hill. Capítulo 15.
- Paczkowki, W. R. (2019). Pricing Analytics. Models and Advanced Quantitative Techniques for Product Pricing. Routledge, London.
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- NAGLE, T.; Müller, G. (2017): The Strategy and Tactics of Pricing: A Guide to Growing More Profitably . 6ª edición. PEARSON
- Bouter, Ernst-Jan (2013). Pricing: The Third Business Skill. Principles of Price Management. First Price Books
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- Bigne, E. (2000). Promoción Comercial. Esic Madrid
- Elósegui, T. y Muñoz, G. (2015) Marketing Analytics. Anaya, Madrid
- Martínez-Navarro, J., Bigné, E., Guixeres, J., Alcañiz, M., & Torrecilla, C. (2019). The influence of virtual reality in e-commerce. Journal of Business Research
- Guixeres, J., Bigné, E., Ausín Azofra, J. M., Alcañiz Raya, M., Colomer Granero, A., Fuentes Hurtado, F., & Naranjo Ornedo, V. (2017). Consumer Neuroscience-based metrics predict recall, liking and viewing rates in online advertising. Frontiers in psychology, 8, 1808.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.



Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.

