



## SYLLABUS

### I. GENERAL DATA

1.1. Subject	:	<b>PRODUCT &amp; PROMOTION MANAGEMENT</b>
1.2. Code	:	NG02708
1.3. Cycle	:	VII
1.4. Credits	:	03
1.5. Kind of Subject	:	Elective
1.6. Hours per week	:	4 (Theory: 2 Practice: 2)
1.7. Pre-Subject	:	Consumer Behavior
1.7. Curriculum	:	2006-II

### II. SUMMARY:

This subject give to student class different theories & techniques to understand, analyze and develop products-services and promotion strategies.

The subject helps to identify market environment opportunities, related with product, brand, tags, package, others. We concentrate in strategically analyze the markets, products and/or Line/group of products.

The subject have an 80% of practice applications, where the student apply product and advertisement strategies to their new products and/or PYME projects in a real market through virtual or tangible/practical tools.

The final approval task will be to simulate a real product launching and marketing strategy, following the "product roadmap" delivered during the semester. At doing this exercise, the student will also be in touch with the "real life" vocabulary used at the most important companies in the world.

### III. PROFESSIONAL COMPETENCES:

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- 1) Develop self-discipline that the student should use to assimilate scientific and technological advances.
- 2) Investigate, analyze & interpret new global market tendencies to offer products and services with quality and technological creativeness.
- 3) Impel investigation process around international business.
- 4) Develop professional presentation skills which will strongly differentiate the student during his professional practice.

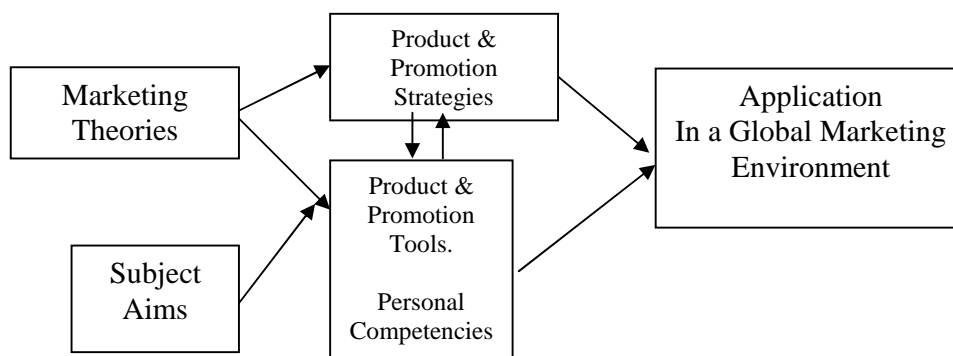
### IV. SUBJECT COMPETENCES

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- 4.1 Analyze the basic concepts of product and promotion management used at international level which should be for sure applied on a real life environment regarding product and promotion strategies.
- 4.2.1. Develop skills around product or promotion requirements to take market advantage due to real life simulations or exercises already proven and focused on covering the entire "product roadmap".
- 4.2 Allow the students to be in contact with up-to-date product planning and developing tools in order to maximize the program application.

- 4.3 Along with the marketing and promotion competences the students will be provided with innovative and "real life proven" negotiation and communication skills included social ones which will give them a more solid profile after the course.

#### V. LEARNING STRUCTURE NET:



#### VI. CONTENT UNITS:

##### UNIT I.- Product and Promotion Management- Introduction

**Range:** Introduction and familiarization with the subject theories and techniques. Setting ground rules and guidelines for final project delivery.

**N° Hours:** Between 4 - 8

THEME	ACTIVITIES	WEEK
Introduction. Definitions. Rules of Engagement. Methodology. Case Presentation. Final Simulation or Project. The PM Concept and Importance. Product Manager Profiling. Product Manager responsibilities.	Theory and Cases. Group Dynamic.	1
Branding, Launching a Product/Service, Product Roadmap, Planning Techniques and Product & Service Classification. High Impact Presentation Skills.	Theory and Cases. Group Dynamic. Definition of the product to be used during at launching simulation.	2

##### UNIT II.- Product Management

**Range:** Understand, relate and apply product management strategies over each group or individual project. Deploy methodology to product and market assessment.

**N° Hours:** Between 20 -24



THEME	ACTIVITIES	WEEK
Product Manager responsibilities. Strategic Market Research. Segmentation Positioning and competitive evaluation. The Perception Mapping Tool. The Art of Insight Collection. The C4 Model. The MPH Model.	Theory and Cases. Applications to each project	3 - 5
Product Analysis. Service Steps or Dimensions (Before/During/After) Product/service life cycle Strategies. Line Management. New Products Design. Process. Successful Cases & Typical mistakes.	Theory and Cases. Applications to each project	5 - 7
Brand management, slogan, package, tag strategies.	Theory and Cases. Applications to each project	7 - 9

**UNIT III.- Promotion Management.**

**Range:** Understand, relate and apply promotion management strategies over each group or individual project.

**N° Hours:** Between 14 -16

THEME	ACTIVITIES	WEEK
MPH Model 1 <sup>st</sup> Half Review. Promotion planning, Advertisement Planning, Media planning. Advertisement Types. Internal Communication Process. International Promotion and Advertisement management.  Maximizing the Impact of Sales Aid. Finance/Budget Product Planning Competitor Analysis Summary. Customer Flow. Marketing Mix	Theory and Cases. Applications to each project	9 - 11
Pricing. Pre-launching Campaign (Teaser ads) Merchandising. Setting the Strategy. Aligning the Field Force: Targeting Effectiveness.  Powerful Negotiation Tool PM's might use: Social Engineering.	Theory and Cases. Applications to each project.	11 -13



#### UNIT IV.- Student application

**Range:** Consolidate and demonstrate all the skills learned in the group or individual presentation of projects. "Real Life Product Launching Simulation"

**N° Hours:** Between 6 - 8

THEME	ACTIVITIES	WEEK
Final Presentations and results of strategies application MPH Model Final Presentation on Product Launching.	Students Presentations by Group or individual.	14 -16

#### VII. METHODOLOGY

- Read or watch the video/web examples about local and foreign cases of successful product and promotion strategies in a international market context. Concentration in small enterprises cases.
- Student investigation of their specific product applying their own solutions in product and promotion strategies of their PYME.
- Discussion, Demonstration, Feedback, Focus Group, Brainstorming and other techniques to analyze different context cases.

#### VIII. EVALUATION

The evaluation scheme will be as follow:

**Promedio final= (PAR+FIN+PPRA) /3**

**(se aplica examen sustitutorio para el examen parcial o final), siempre que la práctica sea mayor a 07.**

**Promedio de prácticas (PPRA) se obtendrá: (PRA1+PRA2 +PRA3+TRP) /4**

#### IX. BIBLIOGRAPHY

1. James H. Gilmore y B. Joseph Pine II. Marketing One to One "Cada Cliente es un Mercado" Editorial Norma Primera Edición año 2000. Editorial Norma
2. George Silverman "Los Secretos de Boca a Boca" Primera Edición 2000. Editorial Norma
3. Philip Kotler "Fundamentos de Marketing" Sexta Edición 2003 Pearson Education.
4. Alejandro Lerma Kirchner "Comercio y Mercadotecnia Internacional" Tercera Edición. 2004. Thomson
5. Esteban Águeda. "Principios de Marketing" ESIC, Madrid 1997.
6. Diez Enrique y Landa Javier "Merchandising" Ediciones Pirámide 1996.
7. [The Product Manager's Handbook: supplemental worksheets and templates](#) de Linda Gorchels – 2006
8. [Successful Product Management: A Guide to Strategy, Planning and Development - Página 1](#) de Stephen Morse - Business & Economics - 1998 - 150 páginas
9. Readings and Magazines recommended.