



PERSONA CIÈNCIA EMPRESA
UNIVERSITAT RAMON LLULL

Master in International Marketing in a Digital Environment

International Product Development

Credits:	3 ECTS
Lecturer:	David Cazorla
Campus :	IQS School of Management (Barcelona)

Course description

Innovation is key for companies to sustain their competitive advantage over the time. Companies need to have in place a consistent way to enable the value extraction out of the creativity power and innovation process. Therefore, not only an ideation process is needed, but also a process of product development, to transform ideas into products and thus enabling the value generation for customers.

Over the last decades the marketplace has become global, and therefore companies now face the challenge and opportunity to develop products in and for an international environment and in multiple target countries.

Competencies

Ethic, Social and Environmental response (CT3): Upon completion of the master, students will identify and face any ethical or social responsibility dilemma in the global Market by applying personal ethic and organizational values.

Well-informed decisions (CE1): Finally, students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

Product creation (CE4): Identify process and operations to create products to be launched to the international markets.

Planning (CE7): Students will be able to transform strategies into objectives, actions, and terms. They will be able to define the appropriate resources to achieve the objectives efficiently, and identify the monitoring tools to take corrective actions.



Course content:

1. Opportunity Identification
2. Ideation or Concept Generation
3. Concept Evaluation and development
4. Product Development
5. Launch Design and execution

Methodology

Education activities	ECTS
Theoretical master classes	0.9
Practical master classes	0.9
Student's time allocated to writing and preparing assignments and presentations	0.5
Tutorial and seminars	0.2
Personal study	0.5
Total ECTS	3

Explaining of teaching methodology

The course integrates traditional lectures with in-class practical application of concepts, hence including:

- Lectures
- Discussion of case studies
- Individual assignments

This course is designed to be intensive, highly interactive and challenging. Active class participation as well as active involvement in both class discussions and small group discussions is strongly encouraged. Theoretical concepts of Idea generation and Product development process will be complemented with the inclusions of real companies, tactics



and strategies, thus making it a hands-on experience with practical applications to the real world of successful innovation. As an integral component of this course, participants will have the opportunity to apply all concepts to the development of a Product and its launch strategy in a group project.

Course evaluation

Assessment system	Weight (%)
Final exam	
Midterm exams	
Monitoring class activities (cases, discussions, exercises)	40%
Course works and presentations	20%
Projects	40%
Participation	
Total weight	100%

Learning Outcomes

1. Understand the process to identify business opportunities and its selection, based on: Consumer insight management, competitive landscape evaluation, brand own assessment and future strategy and product lifecycle. Incremental innovation vs disruptive innovation.
2. Get to know the processes to generate concepts to respond to the selected opportunities and unmet consumer needs.
3. Understand the process to cluster, filter, test and refine concepts. Understand test methodologies.
4. Understand how a product is developed (R&D) out of a concept.
5. Develop a product launch.

EVALUATION

The evaluation of the course will comprise the qualifications obtained in the monitoring class



PERSONA CIÈNCIA EMPRESA
UNIVERSITAT RAMON LLULL

activities (40%), the coursework and presentations (20%) and the projects (40%). Regarding the class activities, practices and exercises (monitoring class activities) will be assessed, the Pritt case, the Brainstorming Exercise. In relation to the coursework and presentations, students will develop the Lego challenge and Aqualisa case. Regarding the project, this will be a development for an existing brand of a concept and a product as well as the route to market and launch design.

EVALUATION OF COMPETENCIES

The assessment of the CT3 competence is performed based the specific outcome of the Pritt case. The case is based on Glue Stick Brand with Children as target group. The concrete brand in the case is Pritt. Target group and brand equity are very sensitive to Ethic, Social and Environmental behavior and brand response. Students are assessed specifically on defining a strategy for the brand, where (amongst other objectives) a concrete Ethic, Social and Environmental response strategy has to be designed.

Bibliography

Cooper, R. G. (2011). *Winning at new products: Creating Value through innovation* (4th edition). New York, NY: Basic Books.

Crawford, C.M., & Di Benedetto, C.A. (2011). *New products management* (10th edition). Burr Ridge, IL: McGraw-Hill Education.

Davila, T., Epstein, M., & Shelton, R. (2012). *Making innovation work* (updated edition). Upper Saddle River, NJ: Pearson Education.

Kotler, P. (2009). *Marketing management: Analysis, planning, and control*. 13th edition. Upper Saddle River, NJ: Prentice-Hall.