

## GRADO EN COMERCIO (BACHELOR IN COMMERCE)

<b>Subject</b>	Products & Services Policies	<b>Code</b>	801956
<b>Module</b>	Complementary education	<b>Area</b>	Complement to business activity
<b>Character</b>	Optional	<b>Credits</b>	6
<b>Curriculum</b>	0831 - Grado en Comercio (2009-10)	<b>Course / Semester</b>	3 th - 4 th / Second

<b>Department</b>	Marketing
<b>Coordinator</b>	Lidia Maestro Espínola
<b>Academic course</b>	2023 / 2024

### SYNOPSIS

#### SHORT DESCRIPTOR

The subject will be based in going in depth about the strategies and actions that affect to the Products and Services that forms the offer that the companies deploy to the market to satisfy Consumers & Users' consumption and purchasing needs

For doing that, we start from the difference between tangibles products (goods) and intangibles ones (services). It specially emphasizes in topics such as product/services innovation, brand & packaging, as in product/services global range proposal.

#### PRE - REQUISITES

None

#### OBJECTIVES

##### Learning outcomes

To learn how to design and start up attractive offers to the markets  
To manage efficiently services/products.

##### Competences

###### General Competences

CG2. Get communication, interpersonal cooperation and teamwork skills in order to interact correctly with all the agents involved in the marketing activity.

CG3 - Know and understand different cultural realities in order to develop international markets and adapt the different business strategies both to the consumer and to the society in which the company operates.

CG4. Understand and apply the mechanisms and techniques of planning, data analysis, negotiation,

simulation, decision and control of the commercial relationships, based on the company's business strategy.

CG5. Develop conceptual and operational capabilities of future business managers.

CG6 - Know how to behave with a responsible attitude toward the markets and the consumers in order to apply the strategies and techniques. With the necessary attention to the legal standards, professional ethics and respect by the market and the society in general.

### **Specific Competences**

CE12- To efficiently learn to manage in a worldwide manner product/services in order to incorporate innovation strategies, packaging and new product/services developments that permits to the organizations to put in the market the most attractive offer for the Consumers/users no matter if they are final consumers or organizations, always keeping the C.S.R (Corporate Social Responsibility) principles.

## **CONTENTS.**

### **Syllabus**

#### **Unit 1. INTRODUCTION: PRODUCT AND SERVICE**

1. The Market and Marketing activities. The Market and its environment.
2. Markets Classification.
3. Product Concept and Features.
4. Product as a set of attributes.
5. The psychological and physical product attributes. Characteristics and differences
6. Product additional elements: the bottle, packaging, guarantees, etc.
7. Products classification. Consumption and Industrial Products.
8. Product Line and Range.

#### **Unit 2. SERVICES MARKETING.**

1. Service's Nature and Characteristics. Differences with Products.
2. Services Classification.
3. Service's Production System. Elements that have influence in service's supply.
4. Services Types.
5. Differential characteristics of Services Marketing Mix

#### **Unit 3. PRODUCT PORTFOLIO ANALYSIS.**

1. SWOT Analysis. Concept, Methodology and Features.
2. BOSTON CONSULTING GROUP (BCG) Matrix. Concept, Methodology and Features.

#### **Unit 4. PRODUCT POLICIES AND STRATEGIES.**

1. Don't change anything.
2. Change in existing products.
3. New applications for existing products.
4. New products launch.
5. Product Modifications
6. Existing Products Phase-out.
7. Price as part of the value proposal

#### **Unit 5. PRODUCT LIFE CYCLE (PLC).**

1. Product Life. Product Life Periods.
2. Product Life Periods' Analysis.
3. Development and Launching.
4. Growing and Maturity.
5. Decline and Re-launching. Strategies.

#### **Unit 6. THE BRAND.**

1. Brand concept and characteristics.
2. Differences among product/brand.
3. Brand's elements. Identity and corporate image. The name.
4. The Brand as expectations generator. Brand's Value.
5. Brand's strategic options. Brand's development strategies.
6. Analysis of different brands and its communication.
7. Decisions on packaging and labeling

Unit 7. POSITIONING.

1. Positioning Concept and Characteristics. Image´s creation. From the image to the positioning.
2. Consumer´s mind positioning.
3. Types of Positioning. Positioning criteria and methodology.
4. Different positioning strategies.
5. Positioning Map and Matrix.
6. Brand and Products´ Repositioning.
7. Analysis of different Positioning strategies.

Unit 8. NEW PRODUCTS CREATION AND DEVELOPMENT.

1. Product Portfolio management. New Product´s creation justification.
2. New Products creation and development process.
3. Product development strategies: Innovation, Imitation, New version, Repositioning, Range/Line Extension.
4. Product´s differentiation.
5. Marketing mix decisions for new products launching

Unit 9. DIGITAL PRODUCTS. THE NEW ENVIRONMENT

1. Characteristics of the new products of the digital environment. Business models on the Internet.
2. The products without owner, collaborative economy.

TEACHING ACTIVITIES	HOURS	ATTENDANCE
Attendance class and active participation	45	100%
Guided activities	27,5	55%
Student´s autonomous work	40	0
Student´s teamwork	25	0
Other activities	12,5	0
ASSESSMENT		
Assessment system	Weight in the final assessment (%)	
Oral and/or written exams	50%	
Presentations	20%	
Projects and reports	20%	
Proactive participation in class	10%	

## RESOURCES

BASIC REFERENCES
<ul style="list-style-type: none"><li>• Marketing Management (15th Edition) by Philip T. Kotler and Kevin Lane Keller. Ed: Pearson.</li><li>• Fundamentals of Marketing SANTESMASES MESTRE, M (2011). Ed. Pirámide.</li></ul>
COMPLEMENTARY REFERENCES
<ul style="list-style-type: none"><li>• Consumer Behavior: Buying, Having, and Being, 12th Michael Solomon. Ed. Pearson</li></ul>

- Lovemarks: the future beyond brands (Expanded Edition) Kevin Roberts, CEO Worldwide, Saatchi & Saatchi. Power House Books.
- Marketing Myopia. Theodore Levitt. Harvard Business Press, 2008
- EIGLIER P., LANGEARD E.: Servuccion. Mc Graw-Hill
- KOTLER, P.; ARMSTRONG, G. (2012). Marketing 14<sup>th</sup> Ed: Addison Wesley.
- KOTLER, P; ROBERTO, EDUARDO L. Social Marketing Strategies for changing public behavior. The Free Press. New York. (1992).
- RIES AL; TROUT JACK. (2002) Positioning: The Battle for Your Mind. Ed: Mc Graw Hill.

## ADDITIONAL INFORMATION

### ADAPTATION OF TEACHING DURING THE HEALTH CRISIS CAUSED BY COVID-19

#### Teaching Action Plan of the Faculty of Commerce and Tourism for the 2021/2022 academic year

Given the health crisis caused by COVID-19, the development of this subject will be adapted to the teaching organization model according to different scenarios (face-to-face, blended or on-line learning model) and actions specified according to the guidelines from the Spanish Government, the Region of Madrid Government, the Complutense University of Madrid and the Faculty of Commerce and Tourism.

Information on the Teaching Action Plan for the 2021/2022 academic year: <https://comercioyturismo.ucm.es/marco-estrategico-para-la-docencia-crisis-covid-19>

### LANGUAGES

Spanish and English

### OTHER INFORMATION

#### ASSESSMENT CRITERIA

- The evaluation system of the subject will be the same in all the calls, including the extraordinary one. In the case of failing in the ordinary call, the grades obtained during the development of the continuous evaluation will remain in force in the extraordinary call.
- If a student did not take the exam in a regular call, but did perform continuous assessment practices, the final grade should include the score obtained in those practices weighted by their weight in the final grade, and can't be considered as NOT PRESENTED.
- If a student does not take the final exam in the extraordinary call set by the Academic Secretariat it will be considered as NOT PRESENTED in this call, regardless the evaluation has been continuous. If the student did this exam, the grade will be obtained from applying the percentages established in the teaching guide of the subject.
- In general, a minimum percentage of assistance is not established to be able to follow the continuous evaluation system. However, the professor may require a certain percentage of assistance to perform relevant teamwork.
- The final exam will be held exclusively on the date of the official call established by the Dean of the Faculty of Commerce and Tourism.
- Partial eliminatory exams are not allowed. The final exam must be about the complete program of the subject.
- A final exam is mandatory. It must be individual and in written format.

- The exam will consist of a test of 40 questions (time allowed: one hour).
- To pass the subject the grade obtained in the final exam must be equal to or higher than 4.0.
- The practices that are done during the class, only score the attending students on the precisely day that are taken.
- The works proposed to perform in team, can only be delivered in this way (not individually).
- Assessment activities or teamwork can't be delivered out of the established schedule.

**OTHER**

- The continuous evaluation process will be in the group in which he/she has being enrolled. Group changes are not allowed except those managed through the Students' Secretariat.
- The use of mobile phones in the classroom is not allowed