

Guía Docente
Product design and branding
Primera Convocatoria 2021/2022

Datos generales de la asignatura

Programa:	Global Sport Business Master
Asignatura:	Product design and branding
Medida:	3.0 ECTS
Carácter:	Obligatoria

Temario

Session 1 – Sports outdoor (part 1)

- Global Outdoor Sports Market within Global Sports Market
- Market divided by Outdoor Sports / Area: EMEA / Americas / Asia
- Outdoor sports (turnover / type of product, hard good and soft goods) Outdoor Practices (Sales / Product-Hardgoods / Softgoods), sourcing and supply chain outlook.

Session 2 – Sports outdoor (part 2)

- The brands in the outdoor markets/ Outdoor Groups/Brands 25 leaders' strategy review
- Distribution and sports outdoor
- Trends (Outdoor/Indoor, where to set the border? Mountain and Urban
- Fashion and Lifestyle in Outdoor
- Outdoor coaching off/on-line)

Session 3 – Sports products

- Segmentation of the sports industry (outdoor sports, skiing, surfing, team sports, water sports, skating, athletics...)
- Defining the types of sports products (apparel, footwear, bags, accessories, athletics, team sports, water sports...)
- Defining the types of sports activities (expert, amateur, fun, extreme, family, pleasure...)
- Evolution of sports product features (comfort, hygiene, safety, versatility, fame...)

Session 4 – Sport product design

- Product creation project – trends, markets, benchmark, research, creation, techniques, communications...
- The importance of research and development – R&D - The role of mega events in the creating of new sports products (Olympics, World cup, XGames...)

- Sustainable development in sports products: labels, certifications, standards, regulations (Ex. Oeko-Tex, Mountain Riders...)
- Launching new sports product – global trends in the 20th century

Session 5 – The life cycle of a product

- Introducing product life cycle - Product lifecycle management (phases, financial approach, marketing tools...)
- Launch, growth, maturity, declination...
- People involved in the different processes
- Product range analysis (the importance, tools and methods, swot, strategic approaches)
- Product range (definition, dimensions, large versus short product range, roles on the product line...)
- Product range strategies (cost leadership, differentiation, focus, development strategies, competition, integration, diversification...)

Session 6 – Sport Product Branding

- Introduction to branding and different types of branding
- Branding Management – definition, design, ethics, telling a story
- Creating and effective brand strategy – developing the strengths of a brand
- Branding and communication, brand's recognition, Brand equity, loyalty in sport

Session 7 – Positioning and pricing

- Targeting consumers
- Positioning of a sports brand
- Pricing of sports brand

Equipo docente

Pablo Pintado

Resultados de aprendizaje

Competencia básica

Competencias generales

crear productos deportivos novedosos y atractivos (Competencias Interpersonales)
diseñar productos deportivos que puedan ser comercializados en numerosos países (Competencias Interpersonales)
Conocer y planificar el ciclo de vida de un producto deportivo (Competencias Instrumentales)

Conocimientos

Desglosar el ciclo de desarrollo y gestión del producto deportivo

Desarrollar el proceso de análisis comercial para alcanzar el mercado en distintos escenarios en el mundo del deporte

Interpretar la cambiante demanda en el mundo del producto deportivo

Destrezas

Participar del proceso de creación del producto deportivo de manera global (Plano Subjetivo)

Identificar los puntos clave en el proceso de creación del producto deportivo (Plano Psicomotor)

Actividades formativas

Elaboración de proyectos e informes técnicos		
Estudio de casos		
Presentaciones en grupo		
Trabajo en grupo		

Actividades de evaluación

Proyecto

Examen escrito