

## [MDD401] BRAND AND PRODUCT STRATEGY

### GENERAL INFORMATION

<b>Studies</b>	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		<b>Subject</b>	?
<b>Semester</b>	1	<b>Course</b>	1	<b>Mention / Field of specialisation</b>
<b>Character</b>	COMPULSORY		<b>Language</b>	CASTELLANO
<b>Plan</b>	2025	<b>Modality</b>	Face-to-face	<b>Total hours</b> 40 class hours + 60 non-class hours = <b>100 total hours</b>
<b>Credits</b>	4	<b>Hours/week</b>	2.22	

### 2030 AGENDA GOALS



### PROFESSORS

VAL JAUREGUI, ESTER

### REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
DESIGN METHODOLOGY VISUAL COMMUNICATION	(No previous knowledge required)

### LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
<b>MDRA34</b> - Design new value propositions and the business models that support them, consistent with the business strategy, aligned with the brand values and with the current and future needs of society.		x		4
<b>Total:</b>				<b>4</b>

KC: Knowledge or Content / SK: Skills / AB: Abilities

### SECONDARY LEARNING RESULTS

**RMD04** [!] *Diseñar nuevas propuestas de valor y los modelos de negocio que las sustentan coherentes con la estrategia empresarial, alineadas con los valores de marca y con las necesidades actuales y futuras de la sociedad.*

#### LEARNING ACTIVITIES

	CH	NCH	TH
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	4 h.	6 h.	10 h.
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	16 h.	24 h.	40 h.
Carrying out exercises and solving problems individually and/or in teams	20 h.	30 h.	50 h.

#### EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	32%
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	60%
Individual written and/or oral tests or individual coding/programming tests	8%

#### MAKE-UP MECHANISMS

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems  
Individual written and/or oral tests or individual coding/programming tests  
Observation (technical capacity, attitude and participation)

**CH - Class hours:** 40 h.  
**NCH - Non-class hours:** 60 h.  
**TH - Total hours:** 100 h.

### CONTENTS

1. Business model generation

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2. Value proposition

3. Business model innovation

4. Brand experience

## LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	<a href="https://labur.eus/71e3l">https://labur.eus/71e3l</a>
Presentations by external Lecturers	
Moodle Platform	
Specific Master Software	
Topic related web quires	