

Master of Research in Management Sciences (MRes)

Academic Year: 2008-2009

Module: 4

Course: Research Topics on Marketing

Code: 08CMR25037

ECTS Credits: 3

Credit Category: Optional

Faculty: Jordi Montaña Matosas

Description:

Design considered as synonymous with planning has a determinant role in the marketing activities of companies, in particular on the brand building and competitiveness of the firm. Product design, communications design and space design have to be managed in order to achieve the efficiency and effectiveness that competition demands.

The Chair has as its main objective to develop advanced research on the relationship between design management, marketing management and business management.

Some of this research started this year and is now in progress. Students will review the present status of the research and participate actively in the process of criticism and improvement.

In addition, students are required to produce a research paper connecting their own area of research with some of the topics developed by the Chair.

Objectives:

- Review of and active participation in some of the most relevant topics for research being developed under the ESADE Chair of Design Management.
- Paper on a relevant topic consistent with own area of research.

Syllabus:

During the course, students will analyse the current research projects being conducted under the ESADE Chair of Design Management.

In addition, students are required to produce a research paper connecting their own area of research with some of the topics developed by the Chair.

These are the projects currently developed by the Chair and some of the future areas of research:

- Project 1: Profit Impact of Design Management Strategies
- Project 2: Trends: Analysis of Present Methodologies for Trend Setting and Cool Hunting
- Project 3: Branding and Design Management. The Impact of Design Management over Brand Equity
- Project 4: A Study of the Corporate Culture and the Design Management Orientation of the Firms
- Project 5: Design Management and Business Ethics

Future Projects:

- Knowledge Management and Design Management
- Observation. User Centred Design. Ethnographic Studies
- Patterns of Language. Mood Boards.

Methodology:

Every day of the course will be devoted to one topic that will be presented by some of the researchers involved. Before each presentation the PhD students will receive a list of articles and papers to prepare and will participate during the presentation. In addition, they will have to find some new papers or new angles to add to the present projects.

In parallel, MRes students will conduct the research on the Consumer Well Being project and will develop their own research paper.

Assessment:

- Class participation and quality of new inputs delivered.
- Final paper.

Timetable:

Monday 18/05/09
Tuesday 19/05/09
Wednesday 20/05/09
Thursday 21/05/09
Monday 22/06/09
Tuesday 23/06/09

From 09:00 h. to 12:00 h.

Exam 25/06/09
At 09:00 h.