

100% Made in Spain: Design & Quality

COURSE DETAILS

Course Designator and Number: MADR 3026

Number of Credits: 3

Language of Instruction: English

Contact Hours: 45

Instructor: Isabel Menéndez

COURSE DESCRIPTION

This course focuses on the aesthetic and cultural changes in consumers and the ability of the Made in Spain managers to fine tune their marketing, communications, branding, and retailing efforts to an increasingly fast-paced environment. The course provides students with an extensive preparation on what are the most important asset of Made in Spain products: their ability to represent a paradigm shift. The course explores the evolutionary phenomena of the four F's (fashion and footwear, food and wines, furniture and building materials, and fabricated metal products and machinery) as well as design, renewable energy, railway construction, e-commerce, and other industrial sectors. The course will lead students to understand the evolutionary strategic Made in Spain management and philosophy.

The Spain Brand has appreciably revalued in the last four years (Repsol, Telefónica, Acciona, Endesa), thanks above all to the presence of Spanish products throughout the world and in all areas of activity, of which we lead in at least a dozen.

The internationalization accomplished by Spanish companies has allowed them to have a leading position (among the first ten countries in the world) in the food industry, fashion, gastronomy, technology, research, renewable energy, railway construction, organ transplantation, and sports.

From Antoni Gaudí to the Culdesac studio, including Óscar Tusquets and Nani Marquina, Spain has always been a benchmark for quality design with international projection. This course looks at Made in Spain from both an economic and business point of view and shows a brief tour of the world of national designers and some of its most emblematic pieces.

The Spanish fashion industry plays a fundamental role in economic development, with around 19,500 companies that make a contribution to GDP of 2.8%, and in the context of a highly competitive globalized market. As a result, Spain achieves the fifth place in importance in Europe after Italy, Germany, the United Kingdom, and France, both in production volume and in employment. This is due in large part to the design of products with high added value, leather and footwear accessories, and the use of modern marketing and distribution techniques that have revolutionized the sector.

Course Objectives

At the end of the course, students should be able to understand diverse philosophies and cultures within and across Spanish and American societies; communicate effectively; understand the role of creativity, innovation, discovery, and expression across disciplines; and acquire skills for effective citizenship and lifelong learning through the study of the Spanish culture of Made in Spain.

- Introduce Spanish contemporary culture through the history of Made in Spain
- Provide an overview of the history of contemporary Spanish industry
- Provide an understanding of the economic structure of the country
- Become familiar with the real meaning of Made in Spain by studying different points of view
- Consider how Made in Spain evolved worldwide in relation to the social, ethical, and environmental changes

Methodology

Course is a combination of lectures, seminars, and guest speakers.

Class participation and attendance

Participation is a vital part of your grade, which means mandatory attendance. You are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. You must arrive on time. If you need to miss class for medical reasons, let the Director of Academic Affairs know in advance of meetings so plans can be made accordingly. If you miss any meetings without an excused absence from the Director, your final grade will be dropped accordingly. You are responsible for making up any missed assignments.

Class Assignments

In addition to regular papers and readings students will work on the development of an assigned group project and will work together on the presentation and discussion following

Required Readings/Materials

- Isabel Menéndez—course reader
- Made in Spain: 101 iconos del diseño español, Juli Capella, Electa Arte, Edición, Madrid 2008
- European Product Design, Marc Giménez, Monsa Ediciones, Barcelona 2014
- History of Industrial Design, Rosalía Torrent y Juan Manuel Marín, Manuales Arte Cátedra, Madrid 2008

At the beginning of the semester, a selection of texts is presented in a booklet, along with a bibliography. Students must read the indicated ones (see below) before each class. Please be aware that some are in Spanish, so you may need twice the time you need in English.

We highly recommend students do a complementary bibliography research at the library as well as on the Internet. It is very important to verify the sources, since NOT ALL of them are 100% reliable. You are expected to confront at least three sources on the same matter to draw out your own objective conclusions.

Grading

Grading Rubric

Letter grade	Score or percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of grade
Group discussion/class participation	10%
One group research project	25%
One class presentation	10%
Midterm exam	20%
Final test	25%
One short individual paper	10%
Overall grade	100%

COURSE CONTENT

Unit 1

Topic: Spain Everywhere

- Activities: Course presentation

Unit 2

Topic: The Origin of Made in Spain

Unit 3

Topic: Spanish Market

- Description of the market and figures related to key success factors of Made in Spain

Unit 4

Topic: The World Financial Crisis & Made in Spain

Unit 5

Topic: The Art of Collecting Market Assets

- The Spanish art market

Unit 6

MIDTERM EXAM

Unit 7

Topic: The Spanish Fashion Industry

- From Monsieur Balenciaga to Agatha Ruiz de la Prada
- The Secret of Zara's Success: a culture of customer co-creation

Unit 8

Topic: The Shoe Industry from Alicante to Hollywood

- Superior quality shoes, made in Spain
- Spanish designer footwear, top brands for shoes

Unit 9

Topic: Spanish Design Icons, from Osborne Bull to Cobi

- Everything is design: Alberto Corazón, Javier Mariscal, Cruz Novillo, Pepe Gimeno, Juan Gatti, and Pierre Bernard

Unit 10

Topic: Design & Decorative Arts in Spain

- Spanish porcelain, from Lladró to Porcelanosa

Unit 11

Topic: Spanish Furniture vs. Milan

- Antonio Gaudí and Jaime Hayón

Unit 12

Topic: Industrial Design in Spain

- Seat, Talgo, and Airbus

Unit 13

Topic: Proud to Be 100% Spain

Unit 14

FINAL EXAM

POLICIES

Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found on the Learning Abroad Center website.