

SELF PROGRAM 2021/2022

Marketing and Innovation

Sami BOU ANTOUN

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: spring 2022

Course description:

We are witnessing a change of times. New value chains constantly emerge, and processes of innovation drive them. Hence, innovation has become a pressing need for the competitive and successful company of the 21st century.

We built the course around a three level approach:

- Understand innovation needs
- Create innovation environment and thinking
- Implement a successful innovative project

Prerequisites

Basic skills in marketing or Business

Course objectives

The course is designed to:

- Create awareness about the issues related to innovation
- Understand the new challenges
- Understand the methods of implementing and marketing an innovation
- Provide aspiring entrepreneurs or future managers the business acumen they need to improve their odds of success

Course outline:

1. Introduction to Innovation : identify the key stages, methods and critical elements of innovation processes and routines
2. Introduction to Management and Focus on Management of Innovation: marketing, Sales, operations and finance
3. Introduction to Marketing and Focus on Marketing of Innovation: Creative thinking, Design thinking, Distinction between innovation and creativity
4. Innovation mind set - Different schools of thought: Differences between the US and Europe
5. Strategic analysis of innovation
6. Creating Value
7. European big companies: Innovate or die
8. Innovation in Practice: Case study on a real innovation case

Assessment:

60 % : group presentation
40%: final written exam

The students will work on a real innovation case and provide a teamwork all along the course and a final presentation.

Absences:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

Philippe Silberzahn

A Manager's Guide to Disruptive Innovation: Why Great Companies Fail in the Face of Disruption and How to Make Sure Your Company Doesn't.

Joe TIDD and John BESSANT

Managing Innovation: Integrating technological, market and organizational change.

Peter DRUCKER

Innovation and entrepreneurship

Scott Branson

Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality