# Marketing Innovation

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course provides students with conceptual frameworks and analytical tools for formulating and developing effective marketing strategies in different business settings, also leveraging on the opportunities offered by new technologies. The ecological transition, digitalization and new technologies reinforce and enlarge the role of marketing in supporting companies’ growth and positioning in the market. It has been claimed that “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2017). The course covers several strategic issues related to an effective and innovative marketing strategy, beneficial for all the company’s stakeholders, first of all the Customers and the Society. The course will help the students to be capable to operate both in consumer and business markets, paying attention to generating and launching innovations according to a market-driven perspective and enhancing sustainable strategies. A particular focus will be concerning the new product development process and the marketing plan for a new product or service.

Upon successful completion of the requirements for this course, students will be able to:

1. analyze and understand both consumer and business markets as well as main changes affecting these markets, with attention to the different strategic approaches to be used in them;
2. develop a market-as-a-network perspective and develop relational strategies in markets;
3. understand and manage the new product development process and service innovation in business
4. manage the key stages of the innovation funnel
5. formulate effective positioning strategies in business and consumer markets, respectful of sustainable goals;
6. get the most from new technologies to develop marketing strategies;
7. develop a marketing plan to bring a new product or service to the market

***COURSE CONTENT***

1. Essentials of strategic marketing
2. Marketing management in business and consumer markets
3. The market-as-a network: management issues
4. Product and Service innovation
5. The new product development process
6. The innovation funnel
7. Marketing strategy for successful innovations:
8. Sustainable marketing strategies
9. Marketing and new technologies
10. Marketing plan for innovations

***READING LIST[[1]](#footnote-1)***

Attending students

For the attending students, the course is based on various reading material and slides provided at the beginning of the course and available on the Blackboard Platform.

Not attending students

R. CRAWFORD and A. DI BENEDETTO “NEW PRODUCTS MANAGEMENT” 12TH EDITION, Mc Graw Hill, 2020 [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/merle-c-crawford-anthony-c-di-benedetto/new-products-management-9781260575088-691996.html)

The following chapters of KOTLER P., ARMSTRONG G., OPRESNIK (global edition):

Chapter 1 Titled: Marketing: Creating Customer Value and Engagement

Chapter 7 titled Customer driven value for target customers

Library resources

The Università Cattolica del Sacro Cuore’s Library provides a range of learning resources including texts, journals, periodicals, magazines, and access to online databases and information services. It also offers a virtual library which is accessible via the University’s website.

Online learning

Blackboard is the Università Cattolica del Sacro Cuore's online learning environment. It is used to support traditional face-to-face lectures, tutorials and workshops at the University. Blackboard provides access to various features including announcements, course materials, discussion boards and assessments for each online course of study.

***TEACHING METHOD***

The course uses a mixture of class lectures, guest speakers’ talks, theories or case studies discussions.

***ASSESSMENT METHOD AND CRITERIA***

*Not Attending Students*

The exam consists of a written examination. In particular, the exam consists of: Open questions, finalized to understand if the student has absorbed the conceptual and methodological tools and is able to develop complex lines of reasoning interconnecting the different concepts and developing management suggestions; Specific questions, finalized to understand the level of study depth; Examples and applications, finalized to understand if the student is able to apply the concepts by using real world examples.

The program of exam for Not attending students consists of the entire textbook written by Crawford and Di Benedetto and of the two chapters of the Kotler, Armstrong and Opresnik indicated in the reading list.

*Attending students*

Attending students proving a constant attendance and participation to the course can take the exam as follows:

Group Project work (20% of the grade); The group project work consists of an assignment given by a company and assessed by the company, jointly with the professors;

Written examination to be held at the end of the course (80%) in the dates of the exam. The exam consists of: Open questions, finalized to understand if the student has absorbed the conceptual and methodological tools and is able to develop complex lines of reasoning interconnecting the different concepts and developing management suggestions; Specific questions, finalized to understand the level of study depth; Examples and applications, finalized to understand if the student is able to apply the concepts by using real world examples.

Seminars held by companies during the course will be part of the program. Attending students are asked to produce and deliver to the professors a short paper of synthesis and discussion of the Seminars following the professors’instruction. The delivery of satisfactory papers will let the students to increase their final grade of 1 point.

The program for attending students is the one presented to the students by the professor in the first day of lesson and it is based on professors’ slides, seminars and project. Reading materials on which the slides are based will be uploaded on blackboard.

***NOTES AND PREREQUISITES***

Knowledge and review of a textbook on Principles of Marketing is requested. Attendance is strongly recommended.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)