# Marketing Innovation

## Prof.Annalisa Tunisini; Prof. Chiara Cantù

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

The course provides students with conceptual frameworks and analytical tools for marketing decision making in businesses leveraging on new technologies to develop and implement their products and services. The continuous innovation of products and services is at the basis of companies’ market competitiveness and one of among the most complex challenges faced by managers. However, innovation is risky, and a large extent of new products and services fail in the marketplace. Managers must own the skills and techniques to intercept and analyze market opportunities, to generate new product and service concepts whose value is perceived high by customers and to successfully position and launch the offering in the market.

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

1. Define target market opportunities and search out high potential ideas
2. Understand new product development processes and service innovation and develop the concept of a new offering;
3. Develop an approach to innovation that is based on the alignment between customer’s value expectations and perceptions and new products and services’ development;
4. Handle the main steps to bring a new product or service to the market;
5. Develop a marketing plan in a technology market
6. Provide a critical analysis of the strategy, planning and new product development processes

***COURSE CONTENT***

1. Marketing management and the marketing process: from marketing 2.0 to marketing 5.0
2. Product planning at the business unit level
   1. Innovation and product planning
   2. Culture and people
   3. Product planning strategy and process
3. The front end of innovation
   1. Opportunity identification and market planning
   2. Concept generation
   3. Concept evaluation
4. Formal product development
   1. Technical development
   2. Design
   3. Commercialization and Launch
5. Product management
   1. Life cycle management
   2. Brand management
   3. Global product management

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

* KAHN K.B., MOHAN M. (2021), Innovation and New Product Planning, First edition, Routledge. ISBN 9780367685249
* 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

* Other material is posted on BlackBoard.Unicatt: integrative slides, articles, case studies, exercises and library links to readings.

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***

*With project work*

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

Group Project work (25% 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 (75%) in the dates of the exam. The exam consists of 8 multiple choice questions and 4 open questions, general and specific. General open questions are 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 are finalized to understand the level of study depth. Examples and applications will be also requested, finalized to understand if the student is able to apply the concepts by using real world examples.

*Without project*

The exam consists of a written examination. In particular, the exam consists of: 10 multiple choice questions and 5 open questions, general and specific. General open questions are 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 are finalized to understand the level of study depth. Examples and applications will be also requested, finalized to understand if the student is able to apply the concepts by using real world examples.

***NOTES AND PREREQUISITES***

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

1. The texts listed in the bibliography can be purchased from the University bookstores; they can also be purchased from other retailers. [↑](#footnote-ref-1)