



# MARKETING INNOVATION

INTRODUCTION TO MARKETING INNOVATION


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




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# COURSE DURATION

From 06/10/2022

To 03/12/2022

- 06/10/2022 - 03/12/2022: V.11 12h45-17h05
- 29/10/2022: LMS



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# COURSE OBJECTIVES



Understanding  
of definitions  
related to  
Marketing  
Innovation

Understanding  
of the  
innovation  
drivers of the  
business

Study the  
methods of  
market research  
and planning for  
marketing  
innovation

Study how to  
innovate your  
marketing  
strategies

Applying  
knowledge to  
develop a  
marketing  
innovation  
plan

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# LEARNER'S MISSIONS

Attend classes  
regularly

Participate in  
discussion

Group work on  
topics

Review the lesson  
before coming to  
classes.

Read materials  
recommended  
by the  
instructor

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# EVALUATION METHOD

EXERCISES, DISCUSSIONS, PRESENTATION (50%)

PROJECT (50%)



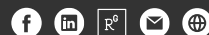
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# ASSESS THE ACADEMIC PERFORMANCE

To successfully complete this unit, students must:

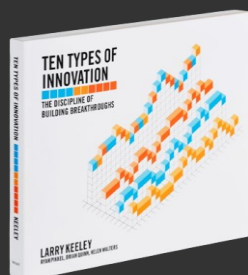
- Achieve a minimum of 5 marks (scale of 10)
- Complete all assessment items
- Attend at least 80% of class time



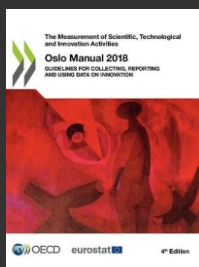
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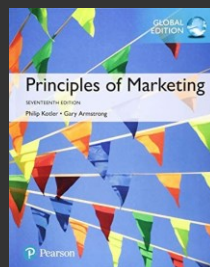
# REFERENCE MATERIALS



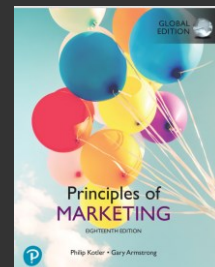
Ten types of innovation  
(Larry Keeley)



Guidelines for collecting, reporting  
and using data on innovation  
(OECD/Eurostat)



Principles of Marketing  
(Philip Kotler, 17<sup>th</sup> and 18<sup>th</sup>)



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# Q&A



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# THE END



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