



MARKETING INNOVATION

INTRODUCTION TO MARKETING INNOVATION

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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

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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:

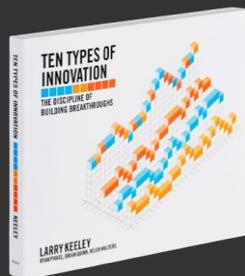
- Achieve a minimum of 5 marks (scale of 10)
- Complete all assessment items
- Attend at least 80% of class time



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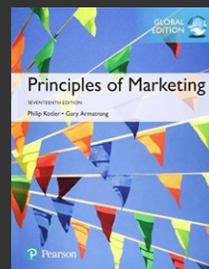
REFERENCE MATERIALS



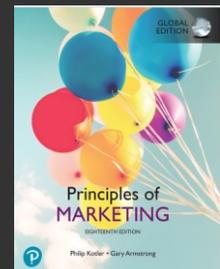
Ten types of innovation
(Larry Keeley)



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



Principles of Marketing
(Philip Kotler, 17th and 18th)



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Q&A



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THE END



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