USII1F - Marketing of Innovations

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Code : USII1F

Unité spécifique de type cours

3 crédits

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Présentation

Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Innovation Management

Objectifs pédagogiques

Marketing provide many tools and techniques to assess customers' needs and prepare new products and services launches, but most of these tools are ill suited for major innovations, when the level of uncertainty is high, and little is known with regards to the potential market. In this module we will explore the role marketing can (and should) play in providing meaningful input in the innovation process.

Course objectives

The course is designed for marketing and product managers, involved or interested in innovation projects, and innovation project managers. The main objective is to get an in depth understanding of the challenges one's face when dealing with major innovation projects, and to get an understanding of the relevant marketing tools and methodologies in order to provide a real added value in major innovation projects

Compétences

At the end of the course, you will:

a. Recognize the pitfalls of traditional marketing tools when applied to innovation projects with high uncertainty levels

b. Understand the pro and cons of the different tools and techniques that can be applied in major innovations projects

c. Be able to choose marketing tools and techniques relevant for major innovation projects, and apply them in practical situations

d. Be able to provide meaningful marketing information in order to translate research and product development projects into useful innovations

Programme

Contenu

- Introduction, assignment for the course. Role of marketing in traditional incremental innovation process: stage gate process, traditional marketing tools and methodologies (business case, market sizing, concepts test, etc)
- Specifics on major innovation projects: uncertainty, non-linearity and knowledge creation. Where ideas come from. Limits of brainstorming. Alternative forms of innovations: Social innovation, BOP, Jugaad Innovation, Design driven innovation
- Introduction to C-K
- Identifying customer's needs for major innovations (1): lead users; ethnographic studies & design thinking. Online tools and social media
- Identifying customer's needs for major innovations (2): specifics of B2B. Paul Millier's approach; customer visits (Macquarie)
- Identifying customers needs for major innovations (3): job analysis workshop
- Value propositions, values chains and business models
- Pricing strategy of innovative products or services in B2B
- Going to market: diffusion of innovation and communication

Modalités de validation

- Contrôle continu
- Projet(s)