

Innovation Marketing

EM4R5M23

Programme

PGE
PGE5 Operational and Strategic Marketing

UE

Innovation and Value Creation

Semestre

A

Discipline

Marketing

Volume horaire

27 Hdont 5 h en E-Learning

Nombre de places

45

Ouvert aux visiteurs

Oui

Langue

EN

Responsable

Claire ROEDERER



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Claire ROEDERER	claire.roederer@em-strasbourg.eu	11 h
Samia CHEHBI GAMOURA	samia.gamoura@em-strasbourg.eu	8 h
Pascal CLISSON	pascal.clisson@iese.net	8 h

Contribution pédagogique du cours au programme

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment
Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects
Recommend decision making by taking a critical approach to driving change in organizations
Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally
Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Descriptif

In today's rapidly changing business landscape, corporations must be able to adapt and evolve to survive. Competitors inevitably bring new products to the market that redefine the basis of competition. The ability to change and adapt is essential for survival. While the idea of innovation is widely accepted, the extent to which the concept is fully understood varies. What exactly is meant by innovation? Can it be managed effectively? This course addresses these critical questions. Each year, companies worldwide invest billions in developing and promoting innovations—whether entirely new or tailored to specific groups—aimed at enhancing our work, lives, and leisure. Many of these innovations leverage technology. While some succeed, replacing established products and services, many others fail, resulting in significant financial losses for their creators, their organizations, and the global economy. Understanding what sets successful innovations apart from failures—and the evidence-based strategies to improve their chances—helps us make better decisions about investing limited resources in their marketing. This course is crucial for businesses and should be for you, too, given that you will have to deal with innovation all along your career.

Organisation pédagogique

Face-to-face

- Lectures

In group

- Case studies/texts

Interaction

- Discussions/debates

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) Analyze the foundations of innovation and innovations types.
 - - (niv. 4) analyze the role and importance of AI in innovations
 - - (niv. 5) assess the media challenges and Innovation
 - - (niv. 6) Evaluate the key organizational success factors for driving and commercializing innovative marketing projects
 - - (niv. 6) develop an understanding of new product development processes
-

Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

Aucun affective domain n'a pour le moment été associé à ce cours.

Objectifs de développement durable abordés

ODD n°4 - Quality education

Plan / Sommaire

Session 1 :CROederer (3 h) 17 sept 2024 Innovation management an introduction

content: importance of innovation-popular views on innovation

Alrpod's case

key reading: Trott 2021 chap. 1

Session 2 :CROederer (3h) 8 oct 2024 Managing innovation within firms

content: Gore Tex Case and Procter &Gamble Case

Session 3 et 4 Seminar Format: P. Clisson (8 hours): 22 novembre : Innovation in Marketing and innovation ecosystems

Part 1 Content

Definition of innovation and types (incremental vs. radical innovation)

The importance of innovation for marketing and competitive advantage

Innovation ecosystems: Definition, actors, and interdependencies (including the role of large corporations, startups, governments, and universities)

How ecosystems drive innovation in industries like healthtech and pharma

Case study: Silicon Valley a model of innovation ecosystem?

Key Reading:

Trott, P. (2021), Innovation Management and New Product Development, Chapter 2 (National systems of innovation and entrepreneurship)

Additional Readings: Articles on innovation ecosystems in healthtech

Assignment: Analyze an innovation ecosystem in a different industry (e.g., fintech or mobility) and discuss key actors and their roles.

Part 2 (2 hours): Internal innovation in large corporations

Corporate innovation processes: Research & development (R&D), new product development (NPD), and innovation strategy

The importance of aligning innovation with corporate strategy and marketing objectives

Challenges of internal innovation: Bureaucracy, risk aversion, culture, and slow decision-making

Balancing radical and incremental innovation within a large organization

Examples: Nespresso & Big pharma companies and their internal innovation strategies

Key Reading:

Trott, P. (2021), Innovation Management and New Product Development, Chapter 4 (Managing innovation within firms)

Assignment: Evaluate the innovation strategy of a large corporation (students may choose a company from any industry). Identify challenges and recommend improvements.

Part 3 (2 hours): External innovation: collaborations with Startups

External innovation: Definitions, significance, and benefits for large corporations

Forms of collaborations: Mergers, acquisitions, joint ventures, and partnerships

How startups contribute to innovation: Agility, fresh perspectives, and niche expertise

Marketing's role in fostering and leveraging these partnerships for innovative product offerings

Key Reading:

Trott, P. (2021), Innovation Management and New Product Development, Chapter 10 (Open Innovation and Collaboration)

Class Discussion: Discuss how external partnerships can solve internal innovation challenges.

Part 4 (2 hours): Managing Innovation: Case studies and practical challenges in Healthtech and Beyond

Topics Covered:

Common challenges in managing innovation in both large corporations and startup collaborations

Regulatory challenges, especially in healthtech and pharmaceuticals

Intellectual property management and data sharing in collaborative innovation

Managing partnerships: Best practices for ensuring success in large corporation-startup collaborations

Case study: Challenges faced in healthtech and pharma partnerships

Session 5 CRoederer 2h : 9 dec 2024 New Product Development

content: Market adoption and technology diffusion

Key reading Trott 2021, chap. 12 & 13

innovation mgt and NDPD -Considerations when developing an NPD strategy- What is a new product-Overview of NPD theories

Session 6 : CRoederer 3h 10 dec 2024 New Product Development

content : Market research and its influence on NPD

Key reading Trott 2021, chap. 14

Session 7 & 8: Seminar format with Dr Samia Gamoura on Innovation and AI (dates to be announced)

Introduction to Artificial Intelligence (durée ~2)

- What and Why? • History and Key Concepts • AI Design Modes
- Branches of AI: • Natural Language Processing, • Machine Learning & Deep Learning, • Swarm Intelligence, • Computer Visions, • Expert Systems,
- Contextual AI vs Generative AI, • Strong AI vs Weak AI, • Emotional AI & Sentiment Analysis , • Challenges and Limitations of AI

- AI for Data & Analytics (durée ~2)
- Business Data and Data-based management, • From Digital systems to data-based systems, • Data-driven management paradigms
- AI-Powered Tools for Data Analytics, • AI in Data-Driven Decision Making
- Why AI in Marketing ?

- Role of AI in Innovation (in Marketing) (durée ~4)
- From Digital Marketing to Data-based Marketing
- AI for Predictive Analytics
- AI for Content Personalization
- AI for Customer/Consumer Behavior Analysis
- AI for Customer/Consumer Relationship Management
- AI for Recommending systems,
- AI for Chatbots and smart assistants,
- AI for Customer Segmentation
- AI for Crowdsourcing
- AI for Behavioral Targeting
- AI for Ad Optimization

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

none

Supports pédagogiques

Mandatory tools for the course

- Computer

Documents in all formats

Aucun élément de cette liste n'a été coché.

Moodle platform

- Other :

Software

Aucun élément de cette liste n'a été coché.

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

Trott P. (2021) Innovation Management and New Product Development, 7th edition, Pearson.

Littérature complémentaire

Aucun ouvrage n'a été renseigné.

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

ZARA: The international success of reinvented fast-moving fashion

Référence :

M1705(GB)

Langue

Anglais

Type

Etude de cas

Catégorie

Marketing

Collection

CCMP

Campus

UNIVERSITE COTE D'AZUR - IAE NICE, EM Strasbourg

Auteur(s)

MAYRHOFER Ulrike, ROEDERER Claire

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Semaine d'examens

Ecrite (60 min) / individuelle / Anglais / pondération : 50 %

Précisions : exam on previous sessions content

Cette évaluation sert à mesurer ILO1.2-PGE, ILO1.3-PGE, ILO2.2-PGE

Evaluation intermédiaire / contrôle continu 2 Séance n° SG sessions

Ecrite et orale (15 min) / en groupe / Anglais / pondération : 20 %

Précisions : During S.Gamoura"s sessions groups will be evaluated

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE

Evaluation finale Séance n° 22 novembre

Orale (15 min) / en groupe / Anglais / pondération : 30 %

Précisions : During P. Clisson's seminar groups will be evaluated on various assignments proposed during the seminar.

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.2-PGE, ILO4.1-PGE