

## KU Applied Topics in Marketing: Innovation and Marketing 1 (MA) | 2024 S

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Information about the course

### Course data

4.00 ECTS (2.00 SWS) | course with continuous assessment | course format: mixed  
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | language of instruction: English

Course# 040105 | 15:00 - 18:15, HS 15, Oskar-Morgenstern-Platz 1, 2nd floor

**Professor:** Dr. Cátia Alves  
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**Office Hours:** By Appointment

### Objectives

The purpose of this course is to provide students with a deep understanding of new product development, highlighting the inherent risks and different strategies for overcoming them.

The learning objectives of this course are the following:

- to understand and apply core concepts of new product development
- to recognize critical success factors of new products from both a management and customer perspective
- to understand key issues in positioning new products in the marketplace
- to learn the importance of creativity and improve design thinking abilities
- to enhance cooperation between R&D and marketing in the NPD process

## Content

This course covers topics that are theoretically grounded in marketing, innovation, psychology, and management literature.

Using a combination of lectures and real-life cases, this course will examine the challenges and mechanisms for the generation and management of product innovations. Also, it will discuss strategies, structures, people and processes that are required to enhance the development of successful new products.

The course follows the following structure:

- Basics of Innovation and New Product Development (NPD)
- Success and Failure in Product Innovation
- NPD Process: Opportunity Identification and Selection
- NPD Process: Concept Generation - Ideas from Market Research
- NPD Process: Concept Generation - Creativity
- NPD Process: Concept Generation – R&D and Co-creation
- NPD Process: Concept Evaluation and Development
- NPD Process: Launch

## Methodology

The course will consist of interactive and hands-on classes. These lectures are prepared to be dynamic and rely on different learning methods (real-life examples, small group discussions, class competitions, etc).

This course will prepare the students for Innovation II (applied course).

## Assessment

The evaluation criteria of the seminar are as follows:

- Participation: 10%
- Midterm: 45%
- Final Exam: 45%

Participation: Grades will be based on the quality and quantity of students' interventions. Students are encouraged to participate regularly and actively.

The final grade is determined as follows:

1. Very good  $\geq 80\%$
2. Good  $\geq 70\%$
3. Satisfactory  $\geq 60\%$
4. Sufficient  $\geq 50\%$
5. Poor  $< 50\%$

Opportunities to retake missed or unsatisfactorily completed examinations cannot be offered. Dictionaries are permitted for written examinations.

## Detailed schedule

Session		Content
1	13.03.2024	Introduction and Basics of Innovation and New Product Development (NPD)
2	20.03.2024	Success and Failure in Product Innovation and NPD – Opportunity Identification, and Selection
3	10.04.2024	NPD – Concept Generation - Market Research   digital
4	17.04.2024	Midterm (15:00-16:30)   HS15
5	24.04.2024	NPD – Creativity and R&D
6	08.05.2024	NPD – Evaluation & Launch
7	15.05.2024	Final Exam (15:00-16:30)   HS15

## Examination material

Students are provided with course materials (lectures) and additional readings.

## Literature

Two books are recommended:

- Crawford, Merle, Benedetto, Anthony (2014). *New Products Management. McGraw Hill Higher Education.*
- Goldenberg, Jacob, Marzursky, David (2002). *Creativity in Product Innovation. Cambridge University Press.*

You will also be required to read a number of articles on the core issues covered in each session.