Федеральное государственное автономное образовательное учреждение высшего профессионального образования "Национальный исследовательский университет "Высшая школа экономики"

Институт статистических исследований и экономики знаний

Программа дисциплины
«Маркетинг инноваций»

для направления 38.04.02 «Менеджмент» подготовки магистра

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Innovation Marketing

1. Introductory note

Course Author: Irina Bazileva

Course Language: English

General Description
Marketing Innovation is a 21st century topic with a rapidly developing instrumental framework. In the rapidly changing economic environment, and the growing interdependence of market players, the market resistance to innovation becomes only stronger. In the process of innovation management, companies sometimes underestimate the role of product marketing and further product development based on anticipated demand. As the market becomes more consumer-centric, the companies face constant challenges to develop new instruments of bringing innovations to market. The course thus provides insights to students how innovative companies can adopt the comprehensive approach to their go-to-market techniques, develop relationship-based marketing instruments, and processes of value co-creation in order to shape consumer experience. The course is designed for master students and is an upper level course. It indicates marketing innovation as the key element of innovation management and justifies the need for companies to respond to changing consumer demands and expectations. The course length is 114 academic hours in total of which 32 hours are classroom hours and 82 are devoted to self-study.

Course Objectives

After the course student will know:

- main features of innovation marketing: sources of innovation, customer development, innovation lifecycle, and stages of market adoption;
- effective instruments of innovative product management;
- key factors of successfully bringing innovations to market;
- essential characteristics of innovation marketing in large and multinational companies.

After the course student will be able to:

- assess market research findings to identify the market segment for an innovative product;
- classify instruments of value creation and value delivery;
- plan the market lifecycle of an innovative product;
- build competition matrix to evaluate competitive advantage;
- evaluate and validate decisions on marketing mix for an innovative product.
Teaching Methods

- Lectures
- Seminar sessions
- Self-study
- Group and individual work
2. **Thematic Plan**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Total hours</th>
<th>In-room classes</th>
<th>Self-study</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lecture</td>
<td>Seminars</td>
</tr>
<tr>
<td>The Meaning of Marketing Innovation</td>
<td>28</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Market Research and Customer Development in Technological Markets</td>
<td>28</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Mix for Innovative Products</td>
<td>30</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>114</strong></td>
<td><strong>16</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

3. **Programme Contents**

**Topic 1. The Meaning of Marketing Innovation**

Contemporary market is characterized by rapidly changing consumer needs that influence product lifecycles, and make the ability of ongoing new product creation the key factor of competitive advantage. The companies’ growth agendas highly depend on realizing opportunities to bring innovations to market. At the same time, it is not easy to get consumers to adopt innovations, and interdependence of players across value creation augments the risks involved with developing and launching innovative products. Understanding consumer behavior, consumer development, and involving consumers in co-creation of value are key factors of marketing innovation. Other important group of factors lies in understanding the specifics of contemporary networked market environment that bring changes in approaches to introducing technological innovations to the market.

The meaning of marketing innovation is established through the innovation lifecycle by addressing the models of market adoption and development.

**Topic 2. Market Research and Customer Development**

The distinctive features of the technological market require particular approach to the sources and models of market development. Technological factors are key to the macro-environmental analysis, for they determine barriers to entry, as well as affect value model and product cost. Market segmentation is extremely important in order to identify the niche market, and customer matrix reflects a bell-curve of consumer adoption of the new product. Companies need to manage both incremental and disruptive innovation frameworks in order to leverage value creation and delivery models. The growing importance of customer development puts emphasis on the instruments of relationship marketing, co-creation and one-to-one marketing.


Growth strategies strongly depend on the company’s ability to realize opportunities of bringing innovations to market. It is important to analyze competition for both possible disruption and breakthrough innovation. There are different strategy models for emerging and mature businesses. For an emerging company, anticipation of customer needs and flexibility of business model are key success factors. For a mature company, there is a challenge in a two games play: creating new markets and products to foster future growth while managing the core business. The marketing strategy framework defines the company’s ability to manage effective innovations portfolio.
**Topic 4. Marketing Mix for Innovative Products**

Innovation go-to-market instruments encompass new product architecture, pricing and sales models specific to innovative products. At the same time, marketing innovation methodology embraces a shift to customer (demand) centric approach, emphasizing multiple channel and two-way communication management. Understanding customer prospective brings forward a new concept of Innovation Mix incorporating customer focus organizational design and process innovation.

4. **Recommended literature**


5. **Education control forms**
Final control (F): written exam  
Seminar (S): home assignment based on team work (case study)

The overall course grade (10-point scale) is calculated as a sum of  
\[ G = 0.2 \times F + 0.8 \times S \]  
The overall course grade \( G \) (10-point scale) includes results achieved by students in their exam \( F \), seminar (\( S \)); it is rounded up to an integer number of points.

Your grade will be based on home assignments based on team work (case studies (80%)) and a written final exam (20%). You should work together in teams on your cases, and should hand in a joint solution with all of your names on it. There are 4 in-class case studies.

**Summary Table: Correspondence of ten-point to five-point system’s marks**

<table>
<thead>
<tr>
<th>Ten-point scale [10]</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – unsatisfactory</td>
<td></td>
</tr>
<tr>
<td>2 – very bad</td>
<td></td>
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<tr>
<td>3 – bad</td>
<td></td>
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<tr>
<td>4 – satisfactory</td>
<td></td>
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<tr>
<td>5 – quite satisfactory</td>
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<tr>
<td>6 – good</td>
<td></td>
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<tr>
<td>7 – very good</td>
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<td>8 – nearly excellent</td>
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<td>9 – excellent</td>
<td></td>
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<tr>
<td>10 – brilliant</td>
<td></td>
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