

Course Schedule

Grow your marketing of innovation expertise as you work through the weekly modules of this online program.

WEEK 1	<ul style="list-style-type: none">• Welcome to your Online Campus
WEEK 2	Understanding Marketing of Innovation <ul style="list-style-type: none">• Marketing Strategy: Basic concepts• R&D and Innovation• Main challenges to market innovation• The psychology of Innovation• Critical Success Factors of Innovation• Capturing the Value of an innovation
WEEK 3	Models of Innovation Process, New Product Development and Cross-Functional Interaction <ul style="list-style-type: none">• Development and Marketing of a New Product• Identifying markets: creating a sustainable competitive advantage• The Effectiveness of Cross-Functional Teams.• R&D – Marketing Interaction.• Barriers to R&D – Marketing Collaboration.
WEEK 4	Marketing Research and Innovations <ul style="list-style-type: none">• Aligning Market Research with Type of Innovation.• Marketing Research Constrained by User Experience.• Harnessing data to create Value• Insights from Empathic Design.
WEEK 5	Consumer Behaviour, Segmentation and Adoption Process <ul style="list-style-type: none">• Innovation diffusion: Rogers Model• Communicating innovation• Adoption process and management of innovation

Synchronous meetings will happen each Wednesday at 6-8 pm CET.

Course Schedule could change based on the class mix and participant's education needs, local times at the start of the program.