

SRH Hochschule Heidelberg International Business B.A.					
Module: Marketing and Innovation (Elective)					
5- Week block	Frequency	Pre requisites	Exam / Assessment	ECTS	Student Workload
One Five week block	Annually	None	Presentation	8 ECTS	Lectures 80h (40%) Self-study 120h (60%) Total of 200 hours
Learning Outcomes					
<p>On completion of this program, bachelor students will have a deeper and more solid understanding of the selected marketing principles covered in the course, will have developed an insight into the concept of innovation and innovation management (particularly with respect to new product development and launch), and will appreciate the ways that the internet has transformed marketing and business.</p>					
Course Structure					
<p>Students will study, through lectures, workshops and assignments, the psychology of buyer behavior and how this can most effectively be influenced by marketers. This theme is further built upon, in workshops and lectures on market segmentation: students will understand and be able to describe and apply the various ways that markets can be segmented (using demographic and psychographic methods such as VALS, Euro-Socio-Styles (GfK), SINUS Mileus, Young & Rubicam's Cross Cultural Consumer Characterization. They will develop their own examples of how products with a given set of attributes („total customer offering“) have been tailored to specifically address the needs of selected target groups. Students will learn to develop argumentation to demonstrate how products are developed and marketed to be differentiated from competitors, how marketers approach the development and application of positioning statements, and the utility of positioning maps. The multiple aspects of branding and management are also covered, so that students complete this part of the course with a complete comprehension of the importance of how to analyze, understand and address customer needs to develop a total customer offering that occupies a unique and differentiated position in the market, and how to communicate this most effectively to target segments to attract and secure customers, and ensure longer-term customer loyalty.</p> <p>Students will study the theoretical bases of innovation management and will focus on how these have been applied to new product development. The importance of understanding and defining the model for adoption of new technologies and the implications of this will be studied in detail, especially from a marketer's viewpoint. The approaches that companies adopt to ignite creative thinking, gain customer insights, and incorporate these into radical</p>					

new products or processes is at the core of this section of the course. Students will also study and become familiar with Blue Ocean Strategy, through workshop-style discussions of business cases.

The emergence of the internet and its widespread adoption represents the culmination of this course in marketing and innovation. The profound and lasting impact of the internet on business and marketing, and its increasing influence and application in the ways that marketers measure, segment, target, promote, build brand equity, and attract and retain customers will all be covered in the course. Through case study and class discussion, students will also deepen their understanding of the way that internet and digital technology have transformed all aspects of the traditional marketing mix.

Key Words

Innovation management, market segmentation, total customer offering, positioning statements, positioning maps, customer needs, new product development, adoption of new technologies, customer insights, strategy, Blue Ocean, internet, marketing mix.