Objectives of the course

You will (hopefully) know more about ...

- the meaning of a real innovation.
- the boundaries between R&D and marketing.
- the paradigm shift of innovation and marketing.
- the design of marketing mix elements to establish innovations.
Roadmap of the course

1. Not every novelty is an innovation! Concepts and types of innovations

2. Between the poles of R&D and marketing
   a. Boundaries between innovation management and marketing management
   b. Collaboration, power relationships, and conflict between R&D and marketing

3. The paradigm shift from producer-led to user-led innovation generation
   a. Producer-led innovation
   b. Co-development between producers and customers
   c. User-led innovation

4. How to shape the marketing mix to commercialize innovations
Speeches by practitioners

05/12/2016
Frank Lichtenberg
Chief Executive Officer

07/07/2016
Dr. Jörg Jockel
Director of Organizational Development and Continuous Improvement Process, Project Management
General information about the course

Lecture type
Course within the following in-depth programs:
✓ Marketing- & Personalmanagement (12 CP)
✓ Marketing- & Projektmanagement (12 CP)
✓ Marketing- & Innovationsmanagement (12 CP)
✓ Marketingmanagement (6 CP, Wahlpflicht B und Nebenfach)

Credits
3 CP / 2 SWS

Time
Thursday, 11:40 a.m. - 3:10 p.m.
7 lectures (from April 21st to July 14th)

Location
S1/01 A2

Lecturer
Prof. Dr. Ruth Stock-Homburg

Language
English

Assistance
M.Sc. Daniel Roller
### Detailed information about the course*

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<td>Q&amp;A</td>
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* Subject to change
Oral exam

**Materials relevant to the oral exam**
- Course material
- Obligatory literature (to be announced)
- Case studies
- Presentations of practitioners

**Information about the oral exam**
- Appointment for summer term 2016: to be announced on the website of the chair
- Courses within an in-depth program are examined in a single examination
Readings*

Obligatory Literature:

- von Hippel, E. (2005), Democratizing Innovation, Cambridge, Chapter 9, 10, 11 (Creative Commons License PDF: http://web.mit.edu/evhippel/www/books.htm).

Further readings:


* Subject to change