Course Descriptions None 2013-2014

Course Title	Marketing Innovation Management
Course Code	EBC4078
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	14-4-2014	6-6-2014	X/E		X/E		

Level	Advanced
Coordinator	Dominik Mahr For more information:d.mahr@maastrichtuniversity.nl
Language of instruction	English
Goals	The general objective of this course is to acquire knowledge on how value is created through innovation. While the previous course in the curriculum considered how value is delivered to the market, this course emphasises value creation within a firm. Theoretical state-of-the-art literature provides analytical frameworks as well as managerial guidelines on how value through innovation can be created. You learn how (international) marketing innovations are strategically managed, e.g. the role of marketing in innovation, the innovation process, etc. You are taught about the interaction of marketing with corporate strategy, business design, operations, R&D, human resource management, information systems, etc., i.e. how marketing operations affect and are affected by other organisational functions. Furthermore, you gain knowledge of the input of marketing in several key strategic business processes, e.g. learning, marketing orientation. You develop and strengthen a wide range of skills, including analytical thinking, presentation, writing, and communication skills.
Description	This course deals with the management of marketing innovations. Academics as well as practitioners recognise that continuous innovation is critical for competitive survival. An innovation is defined as the development and implementation of new ideas by people who over time engage in transactions with others within an institutional context. Hence, the development of new products, services, and processes involves an integrated set of unique activities. These activities are embedded in interfaces between the marketing function and other firm functions e.g., finance, production, R&D. Furthermore, the marketing function also has to manage collabourations with other firms in the context of joint innovation projects. Hence, this course: (1) helps students to understand the context and content of marketing innovation management and its processes; (2) equips students with hands-on experience on the ways in which marketing operations deal with intra- and inter-functional relationships; (3) provides an insight into the interaction of marketing with corporate strategy and business design.
Literature	State-of-the-art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum) at the section course material / group meetings.
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree, including a minor in Marketing are also admitted. This course assumes knowledge of innovation management at an introductory level. An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategic Marketing	Strategic Marketing
Master International Business Track Strategy and Innovation	Electives
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses