

Course Title	Marketing Strategy and Innovation
Course Code	EBC4078
ECTS Credits	6,5
Assessment	Whole/Half Grades

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 provide you with academic knowledge and hands-on practice of the

Description	Innovation is one of the most important issues in business today, as it is fundamental for sustainable business success. Innovation leads to improved consumer lives, through better quality products and services and lower prices, and to improved business performance, through transforming old and creating new markets. Hence, it is an important topic for strategic marketing. By connecting companies with their customers and markets, marketing provides the key to stay competitive; this is nowadays of particular importance because of emerging disruptive new technologies and rapidly changing customer needs. Companies that are not adapting and innovating lose sales and profitability to innovating competitors and might not even survive in their markets.
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As a prospective strategic marketing manager, you need to understand the importance of innovation, the role of marketing for a company's innovation, the innovation process steps, the innovation performance of your company and comprehend the tools and techniques (e.g., for scenario development, ideation, prototyping) available to marketing to improve it.

Prerequisites	<p>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.</p> <p>This course assumes knowledge of innovation management at an introductory level.</p> <p>An advanced level of English</p>
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Assessment methods	Final Paper / Attendance / Participation / Presentation
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This course belongs to the following programme / specialisation	Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
	Master Business Research - Operations Research	Elective Course(s)
	Master International Business - Strategic Marketing	Compulsory Course(s)
	SBE Exchange Master	Master Exchange Courses
	SBE Non Degree Courses	Master Courses