

Vorlesungsbeschreibung Innovation intelligence / Innovation market research

Lernergebnisse

In the Innovation Intelligence & Marketing lecture, students acquire the relevant knowledge for product and innovation managers in the field of marketing for innovation. The students acquire knowledge about the methods and specifics of obtaining information for innovation projects

Inhalte

- Foundations and subject of the strategic analysis of innovation and B-to-B marketing
- Challenges of information gathering in technology and innovation management
- Strategic market and technology analyses
- Foundations and instruments of classical market research in the context of innovations
- Selected instruments of innovation market research (innovation intelligence)

Literatur

- Baaken, Thomas / Höft, Uwe / Kesting, Tobias (Hrsg.): Marketing für Innovationen, 2010
- Höft, Uwe: Innovation Intelligence - Tools und Methoden der Innovationsmarktforschung, in: Baaken, Thomas / Höft, Uwe / Kesting, Tobias (Hrsg.): Marketing für Innovationen, 2010, S. 57-101

Further literature will be announced during classes

Lehrmethode

Seminars

Lehrsprache

English

Studien-/Prüfungsleistung

Written examination or proof/defence or interview

Credits

Alle öffnen Alle schließen