

Joint Master's program Biomedical Engineering

X4M 2235 Innovation Management and Marketing	Lecture, 2 SWS
Workload:	see related module
Credit-points:	2
Lecturer:	Marc Opresnik
Language:	English
Curriculum:	Master's program Biomedical Engineering, 2nd Semester
Prerequisites according to examination regulations	None
Recommended prerequisites:	None
Learning outcomes:	<p>The students know about processes and problems concerning international management and marketing.</p> <p>The students are prepared for executive functions in their future career.</p>
Content:	<p>This course provides an introduction to international marketing and innovation management: In addition to the discussion of basic terms and interdependencies of marketing and innovation management a special focus is on the identification and description of strategic and operational planning and decision problems. In order to facilitate an application of the discussed material, the participants will have the possibility to practice in the context of international case studies which will be presented and analyzed in class.</p> <p>The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this course, however, is to bring together the areas of innovation management and marketing and to keep a strong emphasis on innovation as an integrated management process.</p> <p>As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, this course will provide some insight into the problems faced by firms as they try to develop and market innovative products that will help them to achieve sustainable development and competitive advantages.</p>
Literature:	<p>Kotler, P. / Keller, K. / Opresnik, M.: Marketing Management, 14th Edition, Pearson, 2015</p> <p>Armstrong, G. / Kotler, P. / Opresnik, M.: Marketing: An Introduction, 13th Edition, Pearson, 2016 (to be published)</p> <p>Hollensen, S. / Opresnik, M.: Marketing – A relationship perspective, 2nd Edition, Vahlen, 2015</p>

	Opresnik, M. O.: Innovation Management and Marketing, Lecture Notes, 2016
Examination:	Written examination
Teaching methods:	LCD-projector, board