

Module Innovation Management and Marketing

Module Name: Innovation Management and Marketing

Module Number	Level	Master	Short Name	IMM
Responsible Lecturers	Prof. Dr.-Ing. Marc Opresnik			
Department, Facility	THL, Applied Natural Sciences			
Course of Studies	Biomedical Engineering, Master			
Compulsory/elective	Elective	ECTS Credit Points	2	
Semester of Studies	2	Semester Hours per Week	2	
Length (semesters)	1	Workload (hours)	60	
Frequency	SuSe	Presence Hours	25	
Teaching Language	English	Self-Study Hours	35	
Consideration of Gender and Diversity Issues	<input checked="" type="checkbox"/> Use of gender-neutral language (THL standard) <input type="checkbox"/> Target group specific adjustment of didactic methods <input type="checkbox"/> Making subject diversity visible (female researchers, cultures etc.)			
Applicability	Biomedical Engineering			
Remarks	None			

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Course 1: Innovation Management and Marketing Lecture

Course Number		Short Name	IMM
Course Type	Lecture	Form of Learning	Presence
Mandatory Attendance	<input type="checkbox"/>	ECTS Credit Points	2
Participation Limit	None	Semester Hours per Week	2
Group Size (practical training, exercises, ...)	None	Workload (hours)	60
Teaching Language	English	Presence Hours	25
Study Achievements („Studienleistung“, SL)	None	Self-Study Hours	35
SL Length (minutes)	n. a.	SL Grading System	n. a.
Exam Type	Written Exam	Exam Language	English
Exam Length (minutes)	90	Exam Grading System	One-third Grades
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>		
Participation Prerequisites	None		
Contents	<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 analysed 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>		

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Literature	Prime Reading: Hollensen, S. / Opresnik, M.: Marketing: Principles and Practice. A management-oriented approach, 4 th ed., Opresnik Management Consulting, 2020 Additional Literature: Kotler, P. / Keller, K. / Opresnik, M.: Marketing Management, 14 th Edition, Pearson, 2015 Armstrong, G. / Kotler, P. / Opresnik, M.: Marketing: An Introduction, 13 th Edition, Pearson, 2016 Hollensen, S. / Opresnik, M.: Marketing – A relationship perspective, 2 nd Edition, Vahlen, 2015
Remarks	None