

SUMMER SCHOOL LISBON 2019

Innovation and Creativity in Marketing

Lecturers:

Prof. João Faria Gomes

Holds a M.A. in Business Administration (honors) from Universidade Católica Portuguesa de Lisboa and is a guest professor at ISCTE-IUL/Portugal since 2004. Teaches Brand Management, Brand Strategy, Brand Design and Innovation & Creativity in several Master and Bachelor programs. Since 2007, João coordinates the Brand Management Programs at INDEG-ISCTE.

João Faria Gomes is a business consultant with extensive experience in brand strategy, brand identity, communication programs and change management. Since 2000, João has worked in a number of sectors helping clients develop their businesses through brand development and culture change projects. He worked for clients such as NOS (Portugal), Tranquilidade (Portugal), Vivo (Brazil), Oi (Brazil), Portugal Telecom, PT Multimedia, Oni, Oniway, Optimus, Airtel (India), EDP, Sovena, Dot One, Angola LNG (Angola) and AmBev (Brazil). João was a Marketing Manager in Unilever after experiences in both sales and marketing departments. João was also involved in some entertainment musical projects in Portugal, working along with Universal Music and Sony Music. He won a few gold records by developing, managing and producing a few bands there.

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Prof. Daniela Langaro

Holds a PhD. in Marketing (ISCTE-IUL/Portugal) and an MA in Business Administration (FGV-SP/Brazil). She is currently a visiting professor in marketing at ISCTE-IUL and Católica Lisbon School of Business and Economics and lecturer at Vlerick Business School (BE). Her considerable multicultural experience on running innovation projects was built along the years that she worked with Procter and Gamble in Brazil, Unilever in Netherlands, Angelini Pharmaceuticals and Danone in Portugal.

She is specially experienced and passionate for concept ideation and marketing mix development – two of the most fundamental steps for breakthrough innovations. Next to innovation, her scope of research interests involves customer

relationship marketing, social media and consumer behaviour.

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Course Structure:

Course Title: Marketing Creativity and Innovation
Department: Marketing, Strategy and Operations
Target: Bachelor and Master degree students
Pre-requisites: None
Objectives: Along 3 weeks students will deep dive in the world of innovation and creativity in marketing. They will be asked to create and propose an innovation project based on three real life challenges that they will experience. At the end of this course, students should be able to: <ul style="list-style-type: none">- understand de innovation scope,- co-ordinate innovation with business strategy and- be able to manage the innovation cycle.
Learning outcomes: At the end of this course, students should: LG1 - Understand scope of Innovation Management LG2 - Co-ordinate Innovation Strategy with Business and Brand Strategy LG3 - Manage the Innovation Process and stimulate Creativity
Syllabus: P1 – Innovation: fundamentals and scope P2 – Stage 1 – Innovation Strategy P3 – Stage 2 – Opportunity P4 – Stage 3 – Idea P5 – Stage 4 – Development

P6 – Stage 5 – Testing

P7 – Stage 6 – Introduction

P8 – Final project

Assessment:

The periodic evaluation system includes:

- Participation in class (15%);
- Final Project: (45%);
- Exam (40%).

Minimum grade in any of the components – 8 values

This global grading system requires a rate of attendance to classes of at least 80%. If inferior to 80%, the student will be automatically excluded from this evaluation scheme.

Students that fail in the regular grading system have two additional moments to pass: first and second exams, each worth 100% of the final grade.

Teaching methodology:

Lectures, Case Study Analysis & Group Work

References:

Basic:

Paul Trott , “Innovation Management and New Product Development”, FT-Prentice Hall.

Freire, Adriano; “Inovação – Novos Produtos, Serviços e Negócios para Portugal”; Editorial Verbo.

Extra:

- Kim, W. C. and Mauborgne, R., "Value Innovation", Harvard Business Review, July/August, 172-180
- Sawhney, Mohanbir and Verona, Gianmario and Prandelli, Emanuela. Collaborating to create: The Internet as a platform for customer engagement in product innovation. Journal of interactive marketing, 19(4): 4-17.
- Charitou C.D. and Markides, C.C., "Responses to disruptive strategic innovation", MIT Sloan Management Review, Winter, 55-63.
- Christensen et al., "Finding the right job for your product", MIT Sloan Management Review, Spring, 38-47.
- Gilmore, J. H. and Pine II, B. J., "The four faces of mass customization", Harvard Business Review, Jan/Feb, 91-101.