

## **Marketing for Innovation and New Products**

**Master in L&M 1E 2021/2022**

Lecturer	Nuno Fernandes Crespo
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Office Hours	Thursday – 6:00 p.m.-7:00 p.m. or after classes

### **Introduction**

This is a course that relates the fields of entrepreneurship and marketing, by exploring the differences that new ventures face, compared to established firms, when developing and launching innovations or new products.

### **Goals**

- To understand the conceptual framework inherent to entrepreneurship;
- To understand the underlying processes of entrepreneurship;
- Identify the main steps inherent to the creation of an entrepreneurial business;
- Develop processes of creativity and generation of ideas for new businesses;
- Use marketing and entrepreneurship concepts to identify new business opportunities;
- Identify the particularities of entrepreneurial marketing;
- To understand all marketing processes associated with the development of a new product/service/company;
- Distinguish a business plan from an entrepreneurial marketing plan;
- Develop an entrepreneurial marketing plan.

### **Methods**

- **Organization of Classes:**
  - Classes will consist of periods of 2 hours each.
  - There will be a total of 13 classes, i.e. 26 hours of direct contact.
  - The classes aim to articulate periods of content presentation, with periods of discussion, exercise resolution, educational games and exercises.
  - Group work dynamics will be explored.
- **Exhibition method:**
  - Presentation of slides;
  - Presentation of videos.
- **Active method:**

- Classroom games and exercises;
- Intermediate Presentations (briefing + pitch);
- Discussion of Presentations;
- Mentoring Periods;
- Final presentations.

## Lecturer

Nuno Fernandes Crespo

Assistant Professor

Management Department

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## Course Contents

1. Introduction to Entrepreneurship
2. Identification of Marketing/Business Opportunities
3. Entrepreneurial Marketing Plan
4. Business Model
5. Development of the Entrepreneurial Marketing-Mix
6. (Market Research)
7. Marketing in the Entrepreneurial Context
8. Segmentation, Targeting and Positioning
9. Customer Analysis and Development
10. Analysis of the Competition

## Assessment

Final Grade assessment:

- Briefing + Briefing Pitch – 20%
- Final Presentation – 15%
- Entrepreneurial Marketing Plan (Group Work) -35%
- Final Exam – 30%

## References

- Nijssen, E. J. (2021), Entrepreneurial Marketing, 3rd edition, New York: Routledge.

- Crane, F. G. (2013), Marketing for Entrepreneurs – Concepts and applications for new ventures, California: Sage.
- Osterwalder, A., Pigneur, Y., Smith, A. + 470 (2010), Business Model Generation, Wiley published.
- Blank, S. (2006), The Four Steps to Epiphany, Steve Blank.
- Greene, C. L. (2009), Entrepreneurship: ideas in action, 4th edition, South-Western Cengage Learning.
- Scarborough, N. M. e Zimmerer, T. W. (2006), Effective small business management: an entrepreneurial approach, 8th edition, Prentice Hall.
- Carson, D.; Cromie, S.; McGowan, P & Hill, J (1995); Marketing and Entrepreneurship in SMEs, Prentice Hall International.
- Timmons, J. e Spinelli, S. (2008), New Venture Creation: Entrepreneurship for the 21st Century.” 8th edition., McGraw Hill-Irwin.