

From marketing planning to Test & Learn

ECTS : 3

Description du contenu de l'enseignement :

Through a combination of business cases, interactive discussion with professional experts and practical examples, the course applies marketing topics about running a marketing team, especially about innovation management.

Compétence à acquérir :

1. Innovation management within the marketing team (products, services and process)
2. Marketing planning process and efficiency
3. Test and learn methods

Mode de contrôle des connaissances :

Évaluation continue

Objectifs de l'évaluation

Évaluation 1 – Marketing planning business case (33%) → ability to understand a marketing situation, ability to propose a strategy and write a marketing plan (group evaluation)

Évaluation 2 – Test and learn business case (33%) → ability to deal with different innovation process and to make an oral presentation of the main choices (group evaluation)

Évaluation 3 – Students' marketing best practices (34%) → ability to describe a marketing practice, its pros and cons, and to train the rest of the class (group evaluation)

Bibliographie, lectures recommandées :

- Kohavi & Thomke (2017), The surprising power of online experiments : Getting the most out of a/b and other controlled tests. Harvard Business Review 95(5): 75-82.
- McGrath RG et McManus R (2020) Discovery-Driven Digital Transformation, Learning your way to a new business model. Harvard Business Review 98(3): 124-133.
- Osterwalder A, Pigneur Y, Bernarda G, et al. (2014) Value proposition design : how to create products and services customers want, Chapter 3. John Wiley and Sons.
- The Digital Enterprise : Moving from experimentation to transformation (2018), Bain, World Economic Forum.
- Thomke S (2020) Building a Culture of Experimentation : It takes more than good tools. It takes a complete change of attitude. Harvard Business Review 98(2): 40-48.
- Trott, Paul. Innovation management and new product development. Pearson education, 2020.