TEACHING GUIDE - 2026-2027

# Innovation in Marketing: creativity, new products and design

UGRA_015679

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| Departments | Department of Marketing |
| Teaching Languages | English |
| ECTS | 3 |
| Teacher responsible | Isabel Moll de Alba Mendoza - isa.moll@esade.edu |

## Course Goals

The aim of this course is to learn about innovation from a strategic point of view of the marketing function. In a world of constant and rapid changes this perspective is more relevant than ever.
Concretely, the specific objectives are for students to:
- Learn about different types of innovation and their relationship with marketing
- Approach the boundaries between innovation, creativity, R&D, new product development, design, among other closely related terms
- Explore the challenges regarding new product development
- Become familiar with design as a tool for innovation
- Develop skills to enhance creativity

According to the learning goals and methodology there is NO EXAM. We will put emphasis on the in-class dynamics thus the group diversity is very important and therefore the course is open to ESADE-BBA and EXCHANGE students.

## Previous knowledge

No prior knowledge is required.

## Prerequisits

There are no prerequisites for this course.
Course open to ESADE-BBA and EXCHANGE students.

## Teaching methodology

In line with its practical and experiential orientation, the course does not include a final exam. Instead, assessment is based on a project and students' engagement throughout the course, including their in-class contributions and asynchronous learning activities. The learning experience combines interactive sessions, case discussions, workshops, guest speakers, and asynchronous learning activities, enabling students to apply innovation and marketing concepts to real business challenges while developing analytical,

creative, and teamwork skills.

## Description

### Course contribution to program

In today's VUCA (volatile, uncertain, complex, and ambiguous) environment, where global crises and geopolitical conflicts underscore the urgency of innovation, businesses face unprecedented challenges. The imperative to "innovate or die" resonates more strongly than ever.

With this perspective, our course will delve into the symbiotic relationship between marketing and innovation. We will explore thought-provoking questions: How do these two concepts intersect? Can we define the boundaries of innovation, creativity, R&D, and design? What challenges arise when using design as a tool for marketing innovation? Are truly differentiated new products still as common as before? How can managers foster creativity and drive innovation? And how do emerging technologies impact this landscape?

By building upon students' existing knowledge of marketing and innovation, the course will provide practical insights and interactive discussions. Together, we will explore the intricacies, relevance, and business interconnections of these captivating topics.

### Short description

Our students feedback describes the expectations on the course as follows:

"Great course - thought the profs were extremely committed to the success of their students."

"I really enjoyed the enthusiasm from the professors. I liked that the course set us up with a foundation where we then were sent on our own to analyze a case study."

"Very interesting class. I think this type of class should be in the BBA program as a mandatory class, not as an elective, because it is very useful within the context of what we are studying. The present and future of the companies is innovation, and marketing is the most important department in all companies, without good innovation in marketing there it is really hard to make a company grow and be successful... I would encourage all students to take this class. Also [the professor] was very passionate about what she was teaching, which made classes much more interesting and engaging. She taught us very useful concepts."

"This course was so interesting, the topics and the activities in class were appropriate with the content. The course was dynamic. I really like this course."

"I thoroughly enjoyed this course. She is so kind and you can tell that she genuinely cares about her students and their learning. Each session was interesting, engaging and applicable to the real marketing world. Overall, I learned the importance of innovation in business and know that I will carry what I learned into my future. I highly recommend this professor to anyone at ESADE."

## Content

| # | Topic |
|---|---|
| 1 | Introduction to the course and to the field |
| 2 | Analysis of a Best Practice in Marketing Innovation |
| 3 | New Product Development |
| 4 | Design |
| 5 | Design Management |
| 6 | Human-Centered Innovation |
| 7 | Best Practices Presentations (I/II) |
| 8 | Best Practices Presentations (II/II) |

## Assessment

| Tool | Assessment tool | Category | Weight % |
|---|---|---|---|
| In-class analysis and discussion of issues | | Ordinary round | 50.00% |
| Group project | | Ordinary round | 50.00% |
| Final individual project | | Retake | 70.00% |
| Learning report analysis | | Retake | 30.00% |

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 3 (Optative)
BBA25 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 4 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
N90 Year 1 (Optative)