

## Ph.D. in Entrepreneurship and Innovation

### Strategies and Marketing of Innovation

<b>Academic Year</b>	2018/2019
<b>Title</b>	Strategies and Marketing of Innovation
<b>Credits</b>	5
<b>Level</b>	PhD Course
<b>Scientific-Field</b>	SECS-P/08
<b>Semester</b>	II semester
<b>Year</b>	2
<b>Professor</b>	Maria Rosaria Napolitano <a href="mailto:napolitano@unisannio.it">napolitano@unisannio.it</a>
<b>Venue</b>	Università degli Studi di Napoli <i>Parthenope</i> Università della Campania Luigi Vanvitelli

## SYLLABUS

### Course topics

- Studies on innovation strategies. Theoretical foundations and new frontiers (3 hours)
- Collaborative & open innovation (3 hours)
- Innovation strategies in small businesses. The collaboration between startups and large companies (3 hours)
- “Novare serbando”: innovation strategies and heritage marketing in long-lasting companies (3 hours)
- Innovation marketing: tools for developing and launching new products (3 hours)
- Field research (15 hours)

### Aims

The course aims to enable students to: 1) deepen the main theoretical concepts in the field of studies dedicated to innovation strategies; 2) explore the emerging themes in the study of innovation strategies and marketing; 3) designing and implementing in small groups a field research through the case method; 4) develop students' abilities to integrate and collaborate within a research team.

### Teaching materials

Articles published in scientific top management journals (delivered to students through electronic sharing systems).

### In itinere evaluation

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Students have to read papers sent them before the lessons and develop some short comments to be discussed during classes.

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### **Final evaluation**

Students have to develop a short paper summarizing the research design and the preliminary results of a “fieldwork” research to carry out by the students in small groups.

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### **Teaching methods**

Classes will be held alternating: 1) short frontal lectures; 2) seminar activities held by the module coordinator and / or other professors; 3) in-class group discussion and team-work. Participation in each teaching unit requires prior reading of the recommended papers.

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### **Language**

Italian and English

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