



Ph.D. in Entrepreneurship and Innovation

Strategies and Marketing of Innovation

Academic Year	2020/2021
Title	Strategies and Marketing of Innovation
Credits	5
Scientific-Field	SECS-P/08
Level	PhD Course
Semester	II semester
Year	2
Professor	Maria Rosaria Napolitano napolitano@unisannio.it
Venue	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
- Collaborative & open innovation
- Innovation strategies in small businesses. The collaboration between startups and large companies
- “Novare serbando”: innovation strategies and heritage marketing in long-lasting companies
- Innovation marketing: tools for developing and launching new products
- Field research

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

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

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.

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.

Language

Italian and English