

MKT 575

Marketing Strategy for Innovation & Sustainability

For participants seeking knowledge in marketing strategy and innovation, this course explores the complex challenges organizations face in bringing sustainable innovative ideas to market successfully. How does a business interact with sustainability issues from an innovation strategy perspective? Which marketing strategy and marketing program should be employed to ensure rapid customer adoption and successful go-to-market? What are the most effective consumer insights and methods to support sustainable innovation endeavors? These questions will be addressed in a two-day course combining theoretical insights, case study exercises, and a collaborative small-scale design thinking workshop.

Learning Goals

At the completion of this course, students should be able to:

- identify challenges for sustainable innovation, especially recognizing current consumption trends, and identifying barriers to and benefits of sustainable consumer behavior,
- evaluate the role sustainable innovations play for companies,
- assess strategies for creating, communicating, and delivering value for a sustainability focused brand by identifying consumer segments and values relevant to sustainability issues and understanding consumer responses to sustainable products and practices, and
- apply design thinking as a methodology for understanding customer needs and creating innovative sustainability solutions.

Course Registration & Organization

The application process is organized via Portal². For the teamwork, we assign students to a specific team. We will communicate the team allocation in the introductory session, which will provide more detailed course information. For organizational reasons, team switching is not possible. Important information and slides will be available on the e-learning platform ILIAS. After being admitted to the course, we will add students to the ILIAS group.

General Information



Lecturers	Prof Dr. Sabine Kuester
Course Format	Lectures & Group Work
Credit Points	3 ECTS
Frequency	2-Day Block Seminar
Language	English
Grading	Case Study Assignment: 50% Design Thinking Exercise & Presentation: 50%
Exam Date	No Formal Exam
Term	Spring Semester
Prerequisites	None
Range of Application	M.Sc. MMM, M.Sc. WiPäd, M.Sc. VWL, M.Sc. Wirt. Inf.



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Course Format

Lectures will be used to introduce frameworks and conceptual foundations. Participants will apply these conceptual insights in discussions of case studies and best-practice examples of companies pursuing sustainable innovation strategies, as well as in interactive design thinking exercises.

This course will use the following learning and teaching methods:

- Lecture sessions
- Case study discussions
- Group work in interactive exercises

Course Components and Grading

This course is a 4 ECTS course composed of an introductory session and two-day blocked seminar. Once the team project has started, it is no longer possible to withdraw from the course without a valid reason ([§11 Master's Program Examination Regulations](#)).

Participants' grade will be composed of:

- 50% case study assignment
- 50% design thinking exercise / presentation

Case Study Assignment

Each team will have to answer specific questions about the case studies that we will discuss during this course and present their analysis in the class setting in a short presentation of **10 minutes**.

Design Thinking Exercise

Teams will engage in a design thinking task from a company perspective. There will be an introduction to this task in the morning of Day 1. Teams will run this exercise during teamwork sessions and present their results at the end of Day 2.

Assessment Criteria for Assignments

The grading of these assignments will be based on an assessment of:

- rigor, logic, and creativity,
- application of concepts discussed in class,
- strategies explicitly considered and rejected, and
- quality of the presentation and experience for audience.

*Students are asked to rate their peers for the final presentation. For this peer rating, each team member will evaluate the performance of all other team members (preparation and Q&A). Team members with consistently higher evaluations than the other team members will receive a better grade than the rest of the team. A team member's lower evaluations results in a grade deduction.

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Case Studies and Q&A

All students are expected to prepare the case studies and prepare answers for the case questions. During the case discussions, we will ask students to discuss the questions and the learnings from their cases study analysis. With **all students prepared to participate in the case discussions**, we ensure an interactive and meaningful learning environment. We selected the case studies to highlight specific problems in the marketing of innovations that are also likely to occur in the teams' innovation challenge projects.

Class Participation

The class must be prepared to discuss all assigned readings and cases. Students should be prepared to articulate and defend their position when called to do so. Active participation of all students is required and expected.

Course Material

Each student will need to purchase the case study booklet containing copyright material for the cases (**EUR 6**). We will provide lecture slides digitally on ILIAS for free. We will explain in more detail how we will distribute the materials prior to the start of the course.

Mandatory Reading

- There is a booklet containing the case studies (see above). The purchases of the case material is mandatory.
- Case 1 (TBD)
- Case 2 (TBD)
- Duhaime, Ann-Christine (2017), Our Brains Love New Stuff, and It's Killing the Planet (Article H03J9Z-PDF-ENG)
- White, Katherine, Hardisty, David J., and Habib, David J. (2019), The Allusive Green Consumer, Harvard Business Review (July-August 2019) (Article Reprint R1904J)

Complementary Reading

- Carvill, Michelle, Butler, Gemma, and Evans, Geraint (2021), Sustainable Marketing: How to Drive Profits with Purpose, Bloomsbury Business

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Course Outline

Lectures take place on **Thursday, 2 May & Friday, 3 May** from 9:00 am to 5:00 pm (GMT+2)

#	Date	Lectures *
	tbd	Kick-Off Session: Marketing Strategy for Innovation & Sustainability
1	2 May 2024	The Role of Innovation and Innovation Strategy
2		Case Study 1
3		Introduction to the Design Thinking Exercise
4		Innovate for Sustainability
5	3 May 2024	Case Study 2
6		Challenges in Strategic Innovation Management
7		Final presentations & wrap up

** Subject to change*

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