XINE 254 - Marketing Innovation – Full Syllabus

Course Description
Too often companies spend money and time developing products only to discover that consumer adoption is far less or far slower than expected. While this is sometimes the result of poor products, in many cases a weak marketing plan is to blame. This course teaches the value of engaging in marketing throughout all phases of innovation. Learn how to create an effective marketing strategy and measure performance. Explore how to best involve marketing early on, how to understand customer’s evolving needs prior to committing R&D resources, and how to accurately estimate a product’s market potential. Through dynamic, hands-on exercises and real-world applications, you will develop the skills and know-how to maximize commercial success.

Course Topics

Marketing Toolkit
Tom Kosnik, Donna Novitsky, and Lynda Kate Smith

The Marketing Toolkit consists of ten marketing tools used globally to develop and deliver innovative products and services. Learn how to apply these tools to real products including your own. We’ll spend time examining the case of Orange Gum, a startup based in Singapore that takes best-selling games for mobile phones made in Japan, translates them into English and Mandarin, and markets them to countries across Asia. In a series of exercises, you will evaluate customer development, develop clear, differentiated positioning, analyze your market map, and much more.

Assignments:

1. Read “Orange Gum” case study
2. The technology adoption life cycle (TALC)
3. Customer discovery
4. The 1-1 diagnosis
5. Thinking about the “whole product”
6. The “give-get” relationship
7. The positioning statement for mobile providers
8. The market map
9. The SWOT analysis
10. Customer delight
11. Reality test

Creating Markets while Creating Products
Donna Novitsky

When marketing works in parallel with product development, you increase your chance for commercial success because the product is designed to meet the needs of real customers. In this module, you will identify target customers, learn how to get to know their needs and build trust and credibility. You will learn how listening to customers and observing them are critical to developing and launching the right product.

Assignments:

1. Why does it take two to tango?
2. The problem with selling consulting projects
3. Should you hire a sales team before your product is ready?
4. Reaching your target market
5. Why would customers want to talk to you?
6. Differences in process between start-ups and established companies
7. Product launch timing
Tesla Motors: Lessons Learned
Tom Kosnik

Bringing radical innovation to market poses four major challenges: Who are the right target customers for my new product or service? What “whole product” will deliver the compelling reason for each target segment to purchase my product or service? How can I differentiate my product or service so that it stands apart from the competition? Which partners should I select to develop the whole product that will delight my target customers? Using the Tesla Motors case, we will select the appropriate target market segments for two very different types of automobile: the Tesla Roadster, a luxury electric sports car, and the Tesla White Star, an electric four-door sedan. We will develop whole products and positioning statements for both automobiles. We will also explore which global automotive companies would make the best strategic partners to adopt the Tesla battery and power system for their own electric vehicles. You will then apply the same tools used in the Tesla case to a product or service that you hope to bring to market.

Module includes video interview with Miki Sofer from Tesla Motors

Assignments:
- Read “Tesla Motors” case study.
  1. Market diagnosis for two products
  2. Target segment and whole product for Tesla Roadster
  3. Target segment and whole product for Tesla White Star
  4. Positioning statement for Tesla Roadster and Tesla White Star
  5. Partnership analysis
  6. Market diagnosis for your own product – optional assignment

Marketing Measurement
Lynda Kate Smith

Measuring performance is one of the most critical tasks when bringing something new to market. This module will introduce the concept of marketing measurement and provide a toolkit to measure the contribution of marketing to the success of your go to market campaign. Learn about the current state of marketing measurement and the basics for building a marketing program. Then create a marketing measurement program for your own product, service, or cause.

Assignments:
1. Marketing metric challenges
2. Marketing objectives
3. Revenue and gross profit
4. Using net promoter scores
5. Designing your own marketing metric program

Course Requirements

Please watch all course videos and complete all course assignments. Successful completion of the assignments, final examination and course evaluation is required to complete this course. Access to the exam will automatically be given to you on the learning platform after you have submitted all required assignments. A score of 90% is required to successfully pass the exam. Once you have passed the examination and completed the evaluation a digital record of completion will be emailed to you. The exam is consists of multiple choice questions, and is done online.

Assignments

Each assignment will be submitted via the course assignment submission area. To successfully complete each assignment you will need to follow all instructions. Upon completing an assignment you will be given access to the discussion of the answers to that specific assignment. Upon submission of all assignments, you will be given
access to the course exam. You will be receiving instructor feedback on some of your submitted assignments. Feedback on those assignments will be given within 3-5 business days and can be reviewed in the course assignment submission area.

Any questions related to the assignments should be sent to ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course number, and assignment name along with your questions.

**Course Materials**

All course materials are provided within the course website. These include the course videos, assignment instructions, case studies, and other course handouts.

**Questions**

For content-related questions, please contact ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course you are taking and your questions.

For questions relating to course materials, billing, testing, general program information, etc., please contact SCPD Student Services at stanford-innovation@stanford.edu or 650-273-5459. Available 8:30am-4:30pm PST, M-F.