

MKTG 7016 MARKETING INNOVATION

Credit Points 10

Legacy Code 200738

Coordinator Hugh Pattinson ([https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/](https://directory.westernsydney.edu.au/search/name/Hugh%20Pattinson/))

Description This subject builds on previous coursework in marketing by developing analytical skills that address the development of strategic brands and products. It stresses customer, competitor and environmental analysis, and analysis of market segmentation and product positioning. A continual focus is made on creative and critical thinking, commercial innovation and entrepreneurship.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate the use of creative tools to leverage contemporary market trends and identify opportunities for innovation
2. Apply analytical tools and frameworks to evaluate feasibility of innovation opportunities
3. Design strategies for commercialising feasible innovation opportunities to create long-term value
4. Develop a business case for venture capital funding for commercialisation of an innovation opportunity

Subject Content

Creative thinking

Commercial Innovation

Entrepreneurship

New Product Solutions

Sustainability

Teaching Periods