

Modul-Nr./ Module Code	INNOM1600	
Modulbezeichnung / Name of Module	Foundations for Innovation II	
Semester	2 nd	
Dauer des Moduls / Length of module	1 semester	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject	
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	INNOM1610	Market Development Strategies
	INNOM1620	Customer Relationship Management
Häufigkeit des Angebots des Moduls / The module is provided	Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Basic Marketing	
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	This Module provides a solid theoretical and practical foundation for all business activities related to dealing with potential and existing customers of innovation - from Understanding, planning processes to managing relations with them.	
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack	
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	3	6
	3	
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	180 hours (116 h self-study; 64 h contact time)	
SWS / Contact hours per week	2	4
	2	
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Type of assessment (Requirements for awarding credit points)	Project work with documentation (6.000 words) and presentation (20 minutes)	
Gewichtung der Note in der Gesamtnote / Percentage of overall mark	11,11 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge & Understanding</u> On the basis of a solid understanding of innovation and its diffusion, students are supplied with the necessary theoretical background to understand the processes involved in making and executing sound business decisions related to customers.	
	<u>Applying knowledge and Understanding</u> Students apply the theoretical knowledge provided in current literature and case studies by working on practical projects that prepare them for up-to-date business practice.	
	<u>Making judgements</u> Students are expected to devise and sustain comprehensive arguments about	

	<p>issues related to innovation diffusion and customer relationship management.</p> <p><u>Communication</u> Effective communication of insights and arguments in written and oral form on a professional level is integral part of the learning experience.</p> <p><u>Learning skills</u> This Module enables students to successfully deal with all challenges related to potential and actual customers of innovative products and services.</p>
Inhalte des Moduls / Syllabus	<p>INNOM1610 Market Development Strategies Elements of diffusion – Problem or need recognition – Research – Development – Commercialisation – Diffusion – Adoption – The innovation-decision process – Communication channels – Rate of adoption – Adopter categories – Diffusion networks – Change agents</p> <p>INNOM1620 Customer Relationship Management Introduction – Relationships – Customer journey – Acquisition, retention, development – Customer experience – Automation – Customer analytics – Implementation and management – Current trends.</p>
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures, case studies, class discussions, project work
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) / Special Features	
Literatur / Literature (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p>INNOM1610 Market Development Strategies</p> <p>Kotler, Philip, Marketing 5.0: Technology for Humanity Ridley, Matt, How Innovation works, 2020 Rogers, Everett, Diffusion of Innovations, 5th edition, 2003</p>

INNOM1620 Customer Relationship Management

Buttle, Francis, Customer Relationship Management: Concepts and Technologies
Fatouretchi, Max, The Art of CRM: Proven strategies for modern customer relationship management, Packt Publishing 2019.

Kingsnorth, Simon, Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2019