Marketing Innovation

COURSE DESCRIPTION
Successful ventures provide products and services that take customer needs into account at every stage of development. In this course, you will learn how marketing is essential throughout all phases of innovation. Through dynamic, hands-on exercises and real-world applications, you will develop the skills and knowledge to maximize commercial success. Use marketing techniques and strategy to understand the customer’s evolving needs and a product’s market potential in order to optimize the allocation of R&D and other resources.

LEARN HOW TO
- Identify, understand, and quantify your target market
- Employ market research to work in partnership with R&D
- Measure marketing success and turn data into action
- Create markets while creating products
- Use the Marketing Innovation Framework and Toolkit

FACULTY

Thomas Kosnik
Consulting Professor, Management Science and Engineering
Tom Kosnik’s teaching experience includes Global Entrepreneurial Marketing, Global Entrepreneurial Leadership, Global Project Coordination, and Strategy for Technology Based Companies.

Lynda Kate Smith
Lecturer, Management Science and Engineering, Stanford School of Engineering
Lynda Kate Smith brings over 25 years of experience in marketing and sales across a diverse set of industries and has spent the last 15 years working in the area of high technology products and services.

Donna Novitsky
Lecturer, Management Science and Engineering, Stanford School of Engineering
Donna co-teaches Global Entrepreneurial Marketing at Stanford in the School of Engineering and to entrepreneurial executives worldwide.

QUESTIONS
Please contact us at 650.741.1630 or stanford-innovation@stanford.edu.

MORE INFORMATION AND REGISTRATION
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