Sample Course 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 Modules

1. **Marketing Toolkit**
   *Taught by 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.

2. **Creating Markets while Creating Products**
   *Taught by 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.

3. **Tesla Motors: Lessons Learned**
   *Taught by Tom Kosnik, featuring an interview with Miki Sofer from Tesla Motors*
   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.

4. **Marketing Measurement**
   *Taught by 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.
Course Requirements
Please watch all course videos and complete all course exercises. Submission of all exercises is required to unlock the link to the course examination in the “Final Steps” section of the user interface. The exam consists of 15 multiple choice questions and is administered online. A score of 86% or higher is required to pass.

To complete the course, students must successfully complete all exercises, pass the examination, and complete the course evaluation.

Exercises
Each exercise will be submitted directly via the user interface. Members of the course teaching team will provide feedback on selected exercises. Feedback on the selected exercises will be provided within 5 business days. You are encouraged to proceed with the course while awaiting feedback on submitted exercises.

Your responses to the exercises will be kept within the learning platform. However, you will not have access to the responses you submitted after 90-day course access has expired. If you would like to keep a copy for your records, please do so separately.

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

Failing to complete all of the required exercises (or submitting partial answers to the exercises) in a deliberate attempt to unlock the course exam prematurely is a violation of the Stanford University Honor Code. Information regarding your responsibilities as a student of the Stanford Innovation and Entrepreneurship Certificate, including a link to the Honor Code, is available at http://studentaffairs.stanford.edu/communitystandards/policy/honor-code.

Course Materials
All course materials are provided within the course’s user interface. These include the course videos, exercise instructions, and other course handouts.

Digital Records of Completion (ROC)
Within 5-7 business days of completion of all course exercises and the course exam with a score of 86% or higher, a digital Record of Completion will be sent to your preferred email address from your mystanford connection account. More information about the Record of Completion is available at http://scpd.stanford.edu/becomeAStudent/recordOfCompletion.jsp

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 Student Services at stanford-innovation@stanford.edu or 650-741-1581. Available 8:00am-4:00pm PST, M-F.

For technical troubleshooting and questions related to the user interface, please send an e-mail to scpdsupport@stanford.edu. Please provide the name and version number of the browser you are using to access the course materials.