

Module: SL13 Marketing- Innovation Management		
Exam: SL13 Marketing- Innovation Management	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: 5th Semester	Module: Mandatory	Language: German
Responsible lecturer: Prof. Dr. Holger Buxel	Cycle: Winter Term	Registration information:
Lecturer in charge: Prof. Dr. Holger Buxel		
Learning outcomes	Students are able <ul style="list-style-type: none"> • to think and act in a marketing-oriented way for new product development (overall objective) • to explain the importance of innovation management and related key challenges in the food market • to explain the basic steps of product development in the innovation process from a marketing perspective • to explain and apply basic methods of marketing- innovation management and apply them to concrete problems. 	
Form of exam	Module exam: written exam (60 min)	
Form of teaching	<ul style="list-style-type: none"> • Seminaric Lecture • Training 	
Course contents	<ul style="list-style-type: none"> • Relevance of innovations in the food market • Innovation process from a marketing perspective • Methods of marketing- innovation management 	
Workload	Presence (4 SWS): Preparation and Follow-up: Sum:	60 h 120 h 180 h
Requirements		
Literature	Vahs/Brem, Innovationsmanagement: Von der Idee zur erfolgreichen Vermarktung, Verlag Schäffer Poeschel (latest version)	