

Marketing & Innovation: How to Build New Offers that Consumers Love?

Following the latest global trends in innovation, with insights from real-world applications in local and global companies.

In partnership with:

NOVA **marketing analytics** lab
powered by NOVA IMS

NOVA **innovation & analytics** lab
powered by NOVA IMS

The Marketing & Innovation course follows the latest global trends in innovation and was inspired in consulting projects and several bootcamps that we developed with prominent companies like Google, McDonalds, Farfetch, Zomato, Danone, EDP, L'Oreal, Cuf, among others. The course is developed by the directors of the NOVA Marketing Analytics Lab and the NOVA Innovation Lab and brings some insights from real-world applications in local and global companies.

GOALS

This course will provide participants the ability to:

- Develop a better understanding and practice of the main topics related to innovation strategy and design thinking for innovation;
- Provide a practical approach using a diversity of challenges in which participants can create their own learning journey;
- Develop a strategy and innovation plan applied to a real company/organization.

PROGRAM

Strategy Innovation Canvas;*

Competitive Analysis and Blue Ocean Strategy Definition;

Innovation Strategy using E² Design;

Creation of a Value Proposition for the Customer;

Define Design Thinking as an Innovation Strategy;

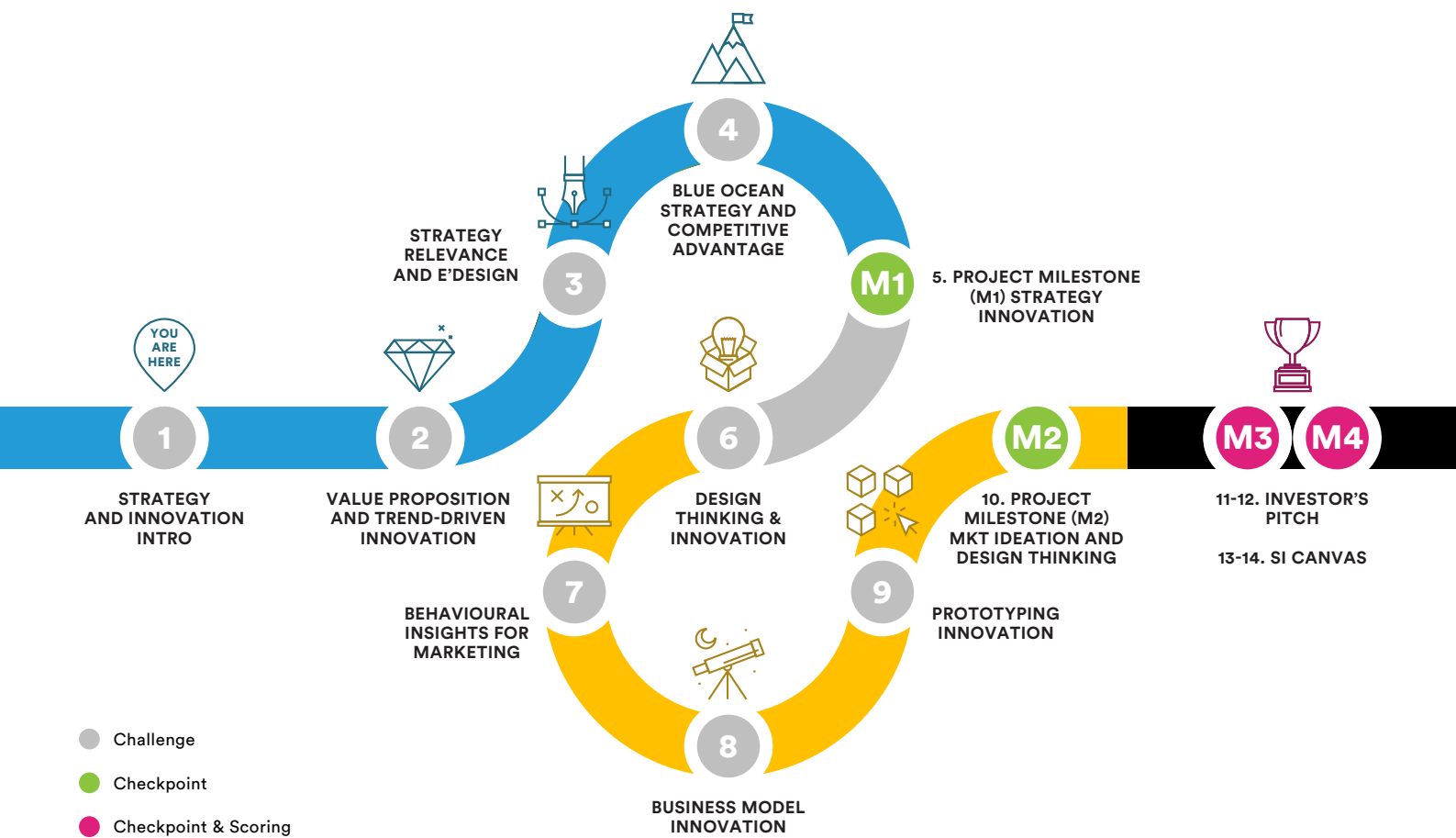
Identify Behavioral Insights for Innovation;

Business Model Innovation;

Prototyping and Managing Innovations;

The Strategy and Innovation Plan.

*Developed by NOVA IMS (MKTLAB and INNOLAB)



TEACHING STAFF



DIEGO COSTA PINTO

NOVA MARKETING ANALYTICS LAB DIRECTOR



GUILHERME VICTORINO

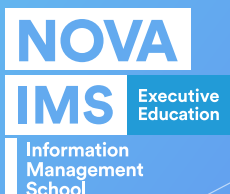
NOVA INNOVATION & ANALYTICS LAB DIRECTOR

CONTACTS

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