

Innovation Marketing



MR-22 2 Days (14 Hours)

Description

Innovation is the driving force of a sustainable company. Marketing plays a driving role: generating new ideas, detecting opportunities, selecting and validating value-bearing innovations, defining the launch strategy, etc. This training in innovation marketing aims to structure a complex approach to maximize its chances of success.

Who is this training for ?

For whom

Marketing manager, product manager. Collaborator involved in the search for marketing innovation (R&D, salespeople, industrial project managers, etc.).

Prerequisites

Aucune

Training objectives

- Acquire the innovation marketing approach.
- Adapt the marketing tools that allow you to generate new ideas.
- Know how to define new business areas.

Training program

En amont du présentiel

- A self-diagnosis.

Les enjeux

- The different typologies of innovation.
- Innovation seen by innovators.
- The challenges of innovation: why innovate? The marketing approach of innovation.

Favoriser la génération d'idées nouvelles

- Challenging paradigms: from product to customer experience.
- Identifying discontinuities in the environment.
- Marketing monitoring and analysis tools.
- Take inspiration from consumer or customer insights.
- Observe the customer journey.
- Discover simple ideation and cross-fertilization.

Saisir les opportunités de croissance et de business Évaluation des innovations et choix stratégique : critères de validation.

- From the analysis of the activity portfolio to the choice of new business areas.
- Define the development plan: opportunity mapping.

Après le présentiel, mise en œuvre en situation de travail

- A reinforcement program to help you implement your training.