

Dissertation Seminar ***New Product Innovation***

From a Successful Insight to a Successful Product Retail

Academic Year: 2016/2017
January – May 2017

Instructor: Miguel Fontes Rita
Max. number of students: 8

Seminar Description

In the current competitive environment, more than ever, product plays a pivotal role in either delivering competitive advantage, creating a new emerging category or revolutionizing an existing mature market.

Behind each product launch, there is a number of decisions to be made - from developing the initial insight, to formulating alternative paths and marketing mixes, until the culmination of the process – the product launch itself. These decisions are largely unseen by the final consumer, but they remain a fundamental part of the value creation process in modern marketing.

This seminar aims to help students develop their Master Dissertation in the area of Product Innovation, new product development processes and product launches.

Seminar Content

This seminar comprises a mix of group and individual compulsory sessions, where each student will research innovation process within their chosen setting or category, and with the instructor guidance investigate how it can aid the value creation, effective screening, or impact effectiveness of launch for a specific consumer target.

The seminar offers a “hands on” perspective on different techniques and methodologies of new product development and translating ideas in ready to consume products.

Within the seminar, the group will discuss different innovation examples from the industry and how they convert insights to real products and services. The students will individually choose a business innovation perspective in a specific industry, category or market setting either from a manufacturer (i.e., P&G, Unilever) or retail perspective (i.e., Sonae, Jerónimo Martins). Their thesis will focus on how a consumer insight for product is identified, tested, screened and presented for further development.

The individual thesis topics will postulate specific product innovation ideas hypotheses and investigate them using relevant theoretical and conceptual frameworks. Here are some thesis topic examples (to be discussed in the first session):

- “Using packaging and point-of-sale innovation in color cosmetics to improve consumer decision making in a supermarket setting”
- “Choosing the best market extensions within a laundry brand for brand”

- “Recipe for success: choice of fruit and vegetable ingredients to grow functional juice category sales in health segment.
- “Destiny Categories: influencing store preferences of recent mothers based on in-store baby categories point of sale appeal”

Seminar Objectives

The objective of this seminar is to allow students to apply their academic foundation to a specific area in marketing innovation. Taking new product development as the overall theme, the seminar prepares students to develop their Master research in the area. To that end, the seminar’s objectives are to help students:

- Develop a business innovation alert status and attitude
- Understand how to identify a consumer or business insight in any given industry
- Acknowledge concept screening techniques and how to analyze the data
- Prepare and present product innovation to the top management a business innovation proposal

Biography

Miguel Fontes Rita holds a management degree at Católica-Lisbon School of Business and Economics and a Global Executive MBA at IESE Business School in Barcelona. His extensive professional experience includes leading the creation, development and internationalization of different brands and product proposals in across Europe, Middle East and US, developing and supplying products for companies such as Pret a Manger, Starbucks, Whole Foods, EasyJet and MacDonald’s. As Sales and Marketing Head he has worked in different FMCG and Health companies as Kellogg’s, Colgate Palmolive, Johnson & Johnson and Novartis.

Recommended Bibliography

- Innovation Management and New Product Development by Dr. Paul Trott
- Research Methods for Business Students by Mark N.K. Saunders, Philip Lewis and Adrian Thornhill
- Innovation Project Management Handbook by Gregory C. McLaughlin

Contact(s) and Office Hours

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Schedule

Session	Date	Time	Who Leads	Subject	Deliverables
#1	28/01/2017	0900-1100	Instructor	Introduction to the Topic; Knowing Students Interests; Understanding Next Deliverable and what is expected	By 15/02/2017 send dissertation topic draft with the desired research topic (two per student)
#2	18/02/2017	0900-1100	Instructor and Student	Presentation of the dissertation topic and literature proposal by students; Class and Instructor Feedback	By 01/03/2017 send Final dissertation topic and literature
#3	04/03/2017	0900-1300	Student Individual	Reviewing Literature and Discussing Methodology	By 15/03/2017 send Final dissertation with agreed deliverables
#4	18/03/2017	0900-1300	Student Individual	Individual Discussion	By 29/03/2017 send Final dissertation with
#5	1/04/2017	0900-1300	Student Individual	Individual Discussion	By 19/04/2017 send Final dissertation
#6	22/04/2017	0900-1300	Student Individual	Final Document Discussion	

Note that this schedule may be updated to adjust for actual student progress and class dynamics. All Deliverables must be sent by email till 18h00m of the designated day.

Deadlines

The full list of dates and deadlines can be consulted [here](#).