

***Dissertation Seminar
New Product Innovation***

From a Successful Insight to a Successful Product/Service Launch

Academic Year: **2017/2018**

Semester: **2nd**

Instructor(s): **Miguel Fontes Rita**

Max. Number of Students: **6**

Seminar Description:

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

Behind each product or service 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 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):

- "The emerging e-cigarettes (heated or liquid) market: What Impact in the current smoking market and on the re birth of a sleeping monster market"
- "Carsharing/Ecooltra are revamping how consumer sees transportation in the urban places. What and how will be the next steps in transportation market"
- "The emerging of dispensing food retailers are a trend of sustainability, price rationality or both? What options for retailers?"
- "How the new internet fresh fruit and vegetables baskets are shaping the traditional produce retailer market purchasing habits"

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

Bibliography / Recommended Textbook(s) / Additional Readings:

- 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

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.

Contact(s) and Office Hours:

Contact by appointment via:
e-mail: miguelfontesrita@hotmail.com
skype: Miguel.fontes.rita
mobile / WhatsApp: +351 934055138

Schedule:

Session	Date	Time	Who Leads	Subject	Deliverables
#1	10/02/2018	0900-1100	Instructor	Introduction to the Topic; Knowing Students Interests; Understanding Next Deliverable and what is expected	By 14/02/2018 send dissertation topic draft with the desired research topic (two per student)
#2	17/02/2018	0900-1230	Student Individual	Presentation of the dissertation topic and preliminary literature proposal by students; Instructor Feedback	By 28/02/2018 send Final dissertation topic and developed literature
#3	03/03/2018	0900-1230	Student Individual	Reviewing Literature and Discussing Next Steps	By 15/03/2018 Send on going documents conclusions
#4	17/03/2018	0900-1230	Student Individual	Individual Discussion	By 08/11/2018 Send on going documents conclusions
#5	31/03/2018	0900-1230	Student Individual	Individual Discussion	By 12/04/2018 Send on going documents conclusions
#6	14/04/2018	0900-1230	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](#).