



Universidad  
de Navarra

*Innovation and Trends*  
*Teaching guide 2025-26*

## INTRODUCTION

### Course description:

- **Degree:** Marketing.
- **Module:** VII (Formación Complementaria. Nivel 2. Mención creatividad).
- **ECTS:** 3
- **Curso, semestre:** Fall semester.
- **Type:** Elective course
- **Professor:** Juan de los Ángeles.
- **Language:** English.
- **Venue, Schedule:** Aula 10 - Monday, 5.30 pm to 7.30 pm.

## LEARNING OUTCOMES (Competencies)

### COURSE COMPETENCIES

- Make all students able to identify trends
- Equip students with the ability to gather and process the signs and clues needed to define trends
- Know the methods to find, classify, analyze and validate trends
- Develop skills to properly express and present trends
- Learn to use trends as a way to innovate and provoke change
- Understand the importance of trends for growth and development

### DEGREE COMPETENCIES

- CG3 - Know the tools and techniques of the innovation and entrepreneurship processes that occur around marketing management.
- CB3 - That students have the ability to gather and interpret relevant data (usually within their study area) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature
- CB4 - That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences

## PROGRAM

1. Trends: definition, types and uses.
2. Marketing trends: main players.
3. Trend sources: places and resources to identify trends.
4. Working with trends: selection.
5. Working with trends: classification.
6. Writing about trends.



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7. Presenting trends.
8. Trend finders and trend curators.
9. Trends, innovation & future foresight.
10. Future Marketing Trends 2025.

## EDUCATIONAL ACTIVITIES

During the development of the course, students will be required to do the following activities:

| TYPE OF ACTIVITY                      | REQUIRED HOURS (Est.) |
|---------------------------------------|-----------------------|
| Theoretical face-to-face classes      | 20                    |
| Practical face-to-face classes        | 10                    |
| Seminars and sessions in small groups | 5                     |
| Assignments                           | 10                    |
| Personal Study                        | 30                    |

## ASSESSMENT

### ORDINARY CALL

- Class attendance: 5%
- Class participation (including random presentation): 10%
- Class assignments: 25%
- Final exam (6 open questions - 1 hour): 60%

### EXTRAORDINARY CALL

- Final exam: 100% (6 brief questions + trend report analysis)

## OFFICE HOURS

Professor Juan de los Angeles will be available upon request. You can contact him through email at [jdl@unav.es](mailto:jdl@unav.es)



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## BIBLIOGRAPHY

Required readings:

- *Non-Obvious 2019*, by Rohit Bhargava, Ideapress Publishing, 2018. [Localízalo en la Biblioteca](#)
- *Verlas Venir. Guía para identificar tendencias*, by Juan de los Ángeles, Amazon Publishing 2023. [Localízalo en la Biblioteca](#)