



Universidad
de Navarra

Innovation and Trends (Fcom-Op.)

Guía docente 2023-24

PRESENTACIÓN

Breve descripción:

- **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 3 - Tuesday, 5.30 pm to 7.30 pm.

COMPETENCIAS

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 method 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

PROGRAMA

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 2023.

ACTIVIDADES FORMATIVAS

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

EVALUACIÓN

CONVOCATORIA ORDINARIA

- Class attendance: 10%
- Class participation (including random presentation): 10%
- Book review (individual assignment): 10%
- Trend Report (group assignment): 50%
- Final exam (6 brief questions - 1 hour): 20%

CONVOCATORIA EXTRAORDINARIA

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

HORARIOS DE ATENCIÓN

Professor Juan de los Angeles will be available upon request. You can contact him through email at jdl@unav.es



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BIBLIOGRAFÍA

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](#)