Universidad de Navarra

Innovation and Trends
Teaching guide 2026-27

INTRODUCTION

Course description:

- **Degree**: Marketing.
- **Module**: VII (Formación Complementaria. Nivel 2. Mención creatividad).
- **ECTS**: 3
- **Curso, semestre**: 3º and 4º. 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. Why trends - an introduction.
2. Trends: definition, types, uses and players.
3. The process - trend research cycle.
4. Trend sources.
5. Searching & gathering trends.
6. Validating, classifying & Analysing trends.
7. Writing & presenting trends.
8. Trend based innovation (1).
9. Trend based innovation (2).
10. The trend professional.

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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 atendance: 10%
- Class participation: 15%
- Class assignments: 30%
- Final exam (6 open questions - 1 hour): 45%

Criteria to pass the course

- Students whose final grade is 5 points or more will pass the course.
- Students whose final grade is below 5 points will not pass the course and will be graded as *Suspenso* .
- Students who do not take the final exam will not pass the course and will be graded as *No presentado*.

Exams review

- Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

EXTRAORDINARY CALL

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

STUDENTS WITH SPECIAL EDUCATIONAL NEEDS

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Students with special educational needs must contact the Academic Coordination Office of the School of Communication in advance to obtain the corresponding authorization for any adaptations (for example, extra time in exams). This authorization must then be sent by the student to the professor. It is recommended that this procedure be completed at the beginning of the semester.

OFFICE HOURS

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

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

Additonal readings:

- *The Trend Forecaster's Handbook*, by Martin Raymond, Laurence King Publishing, 2019. Localízalo en la Biblioteca
- *How to Research Trends*, by Els Dragt, BIS Publishers, 2023.
- *The Signals Are Talking: Why Today's Fringe Is Tomorrow's Mainstream*, by Amy Webb, Public Affairs, 2016. Localízalo en la Biblioteca