

The name of the class (course) essay example

[Business](#), [Company](#)



REFLECTION ON MARKETING DESIGN AND INNOVATION

The Name of the School (University)

The City and State

Reflection on Marketing Design and Innovation

Introduction

Marketing design and innovation is an important concept to a company's growth. It ensures that companies succeed. A good marketing and innovation design gives a company competitive strength it needs to compete with other organizations. Significance and efficiency on an organization's design and innovation is of the essence. Clients benefit from the firm's investment as well as an introduction of a product into the market. Therefore, marketing design and innovation is fundamental for a company's success. This essay gives a reflective essay of marketing design and marketing module.

Reflection on Marketing Design and Innovation Module

Marketing design and innovation module has given me the opportunity to learn various concepts. The module has become an important platform on my road to success in business consultancy. Through this module, I have obtained extensive knowledge on differences between innovation and design, challenges encountered during product design and innovation. Moreover, I have gained insight on product design and innovation process, brand building and strengthening. I have also gained extensive knowledge on design style and market gain, innovative designs for marketing, innovations in corporate companies and risks taken when carrying out

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product design and innovation (Swan and Zou, 2012).

Marketing design and innovation module has extensively challenged my thinking. Preparing the report challenged me to think outside my course.

While writing the report, I created Gantt-Chart, which is used to show time frame for completing each portion of the report. Creating a Gantt chart is not an easy task. It involves showing activities at the top, time scale on the left part and graphs representing commencing date, amount of time it takes and day of activity. Sticking to Gantt chart is even more difficult. However, I managed to stick to the timeframe though it was difficult. I was able to do so thus boosting my confidence (Wilson, 2003).

When beginning this module, my mind was fixed on one aspect of design. I could only describe design on the perspective of coming up with a model structure. However, through marketing design and innovation module, I am no longer narrow minded. I can now come up with different types of designs, styles and product innovation. The module has challenged me to think broadly and extensively. Through design and innovation class process, I have been able to discover several avenues and concepts I can use to develop effective product design. The first aspect I have learned is, listening to interpreters since they are users of the product being designed. I realize that the success of a product is not dependent on the size of the company but product design. Successful companies are those who develop a close relationship with overlooked clients. Companies who take the time to study the market and needs of their clients (Swan and Zou, 2012).

Secondly, marketing design and innovation module has challenged me to pursue a career in business consultancy. According to case studies used in

this module, many companies have failed to receive returns on new products. This is because of poorly designed products and market strategy. Failure of these companies challenged me to offer services on how to create a competitive advantage through product design, innovation, and market strategy. As a business consultant, I will be able to provide corporations with solutions on how they can run their company. I will also give strategies on how a given product can be innovated and designed for success (Biech, 2007).

Moreover, attending design and innovation class has given me new ideas and concepts on different areas. When attending this module, I had the perception that design and innovation is fixed. However, from this module I came to realize that design and innovation are dynamic and both have changing characters. Through effective teaching styles, research books and personal research I now understand product design is an important part of a new product introduction into the market. I realized that the success of a new product is heavily dependent on product design and marketing. I also discovered that without well thought innovations a company is unlikely to flourish. Moreover, I noted that coming up with a design is not complicated. Product design can be simple, well-integrated and still be effective (Swan and Zou, 2012).

This module presents innovation as a significant part of product design. Innovation in product design has also been presented as imperative in creating a competitive advantage over other companies. From this concept, I have gained knowledge on the importance of innovation in product design. I noted that the innovation brings needed effect designs should have (Swan

and Zou, 2012).

This module has presented approaches to topics I disagreed. At the beginning of this module, I knew that there was no notable difference between innovation and design. I knew that design and innovation could be used interchangeably. I knew that the two were synonymous: one could be used on behalf of the other. However, after attending class on differences between design and innovation I realized the two were different. I discovered that product design could be innovative, creative and delightful. Innovation, on the other hand, was an imperative concept in developing designs (Swan and Zou, 2012).

Conclusion

Module on marketing design and innovation is significant for students who want to pursue a career in business. Taking this course has challenged my thinking. Currently, I do not consider design as one aspect but different features. Moreover, through course case studies I was challenged to pursue a career in business consultancy. After completing and writing a report, I was able to learn new skills and ideas. The first skill I acquired was data collection and analysis. When writing the report I was required to collect data and analyze different competitive advantages. After finishing the report, I had learned different ways of collecting and analyzing data. Through the module, I have realized that many companies fail because they cannot come up with effective product design, innovation, and marketing strategies. Through case studies, I was able to note aspects, which companies could pursue to become successful. Therefore, this module is of great essence to my course. I recommend it.

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