

Stuttgart Media University

Course Catalog Media Creation and Management

Course Title	Trendwatching and Innovation
	Bachelor Level Course
Course No	PL: 223638 Student Project 1 "Entrepreneurship Experience"
Lecturers name	Prof. Dr. Nils Hoegsdal, Hannah Laura Schneider, Ben de Vleeschauwer, Gideon Bazan
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Interactive lecture
Total workload	Course: 25 hours teaching time + preparation and follow-up work and term paper/presentation: 65 hours = Total Workload: 90 hours
Contact hours per week	Intensive Short Term program – 8h a day at three days
Type of exam	Group or Individual term paper/ Trendwatching Concept
Learning outcomes	<p>Students will be able to define, identify and/or apply the overall logic of Trendwatching and the definition and differentiation of trend levels</p> <p>Students will be able to define, identify and/or apply Trendwatching Tools such as e.g. Scenario Thinking, Forecasting, Trend Research, Trend Analysis and Driving Forces</p> <p>Students will be able to define, identify and/or apply the Megatrend Sustainability to an existing concepts/product ideas/brand.</p> <p>Students will be able to define, identify and/or apply Technology Trends and how to integrate them in an existing concept/product idea/brand</p>
Abstract	<p>Within this course, the students will be introduced in the concepts of Trendwatching and Innovation. In three intensive days of teaching and interactive workshops in interdisciplinary and intercultural groups, the students will dive into the overall logic of Trendwatching as well as get to know Trendwatching tools and get an insight on the different perspectives on Trendwatching (e.g. consumer perspective vs. technology perspective). Furthermore, the course will focus on the megatrend sustainability and how to include and apply this trend into existing concepts for e.g. brands and product ideas. Also, the students will get introduced in current technology trends (e.g. based on Gartner Hype cycle) and will also learn to apply and integrate technology trends into an existing concept, brand or product idea.</p>
Contents/ Indicative syllabus	<p>Trendwatching Overview: From Megatrend to Consumertrends</p> <p>Overview and Application of Trendwatching Tools</p> <p>Megatrend Sustainability</p> <p>From Trends to Concepts: Workshop on Trend Application</p> <p>Beyond the Hype: Technology Trends</p> <p>Workshop on Emerging Technologies</p> <p>Cultural Skills in Innovation</p>

Reading list	<p>Martin Raymond : The Trend Forecasters Handbook: https://www.thefuturelaboratory.com/the-trend-forecasters-handbook</p> <p>Supplemental texts may be used; students will be informed at the beginning of the semester</p>
Weblinks	