**The Marketing Innovation & Management Assignment for the Master of Science in Marketing**

***Instructions***

1. ***Avoid Plagiarism. The anti-plagiarism software will be used to check your work.***
2. *Submission date is 9th October 2025*
3. *Presentation date 16th October 2025*
4. Prepare well-structured slides for your class presentation.
5. *Use Times New Roman and 1.5 spacing for the Word document*
6. *The assignment is individual*
7. Your presentation skills, including how effectively you present yourself in the video and during the PowerPoint presentation in class, will be evaluated and will contribute to your overall score

**Question**

Diffusion of Innovation (DOI) is a theory popularized by American communication theorist and sociologist Everett Rogers in 1962. It originated in the field of communication to explain how, over time, a product gains momentum and spreads through a specific population or social system. As this diffusion process unfolds, individuals within the social system gradually adopt a new idea, behavior, or product. Marketers widely use the DOI theory to understand how quickly consumers are likely to adopt a new product or service. The theory highlights that adoption typically begins slowly, with only a few individuals embracing the innovation. As awareness and acceptance grow, adoption accelerates and spreads rapidly across the target market.

**Required;**

Select a newly launched innovation from the local market and complete the following tasks:

**Part 1: Video creation and Presentation.**

Individually create a 5-minute video in which you:

1. Introduce the business and its innovation by physically holding or touching the product, or by visually demonstrating it if it is a service.
2. Explain, based on your classroom learning, the key attributes that qualify it as an innovation, providing clear reasoning for each attribute.
3. Describe how the innovation uniquely addresses customer needs compared to existing alternatives in the market, and explicitly mention those alternatives.
4. Share the completed video with your lecturer

**Part 2: Written Discussion (2 to 3 pages)**

Prepare a short-written report in which you:

1. Identify the adopter categories that are most relevant to your selected innovation and provide a justified explanation, using evidence or market insights from the local context to support your reasoning.
2. Recommend marketing strategies that the organization you have identified can implement to accelerate the adoption of the innovation across each adopter category, providing a clear rationale for each strategy in relation to the selected innovation and target market.

END