

DEREE COLLEGE SYLLABUS FOR: CN 4500 CREATIVITY IN ADVERTISING CAMPAIGNS																	
Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 6 UK CREDITS: 15																	
(Previously CN 4800 CREATIVITY IN ADVERTISING CAMPAIGNS) (Updated: Fall 2025)																	
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Academic Writing WP 1212 Academic Writing and Research CN 2110 Introduction to Advertising CN 3409 Advertising Copywriting and Evaluation																
CATALOG DESCRIPTION:	The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media.																
RATIONALE:	Creativity in advertising requires a knowledge of both advertising theory and practice. In this course students learn the theories relevant to creativity and gain understanding of the individual and group techniques they will need to create, present, and develop 360 advertising campaigns.																
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Understand and apply the key theories around advertising creativity 2. Understand and discuss creativity as a process and product within the professional environment of the agency 3. Know and apply basic techniques to come up with creative ideas for specific audiences 4. Develop consistent creative executions for a wide range of media and touchpoints.																
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Interactive Learning (class discussions, case study analysis, content analysis) • Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. • Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.																
ASSESSMENT:	<table><tr><td colspan="3">Summative:</td></tr><tr><td>First assessment: Essay (students respond to selected topics on advertising creativity).</td><td></td><td>40%</td></tr><tr><td>Final assessment: Portfolio (students create an integrated campaign in electronic format)</td><td></td><td>60%</td></tr><tr><td colspan="3">Formative:</td></tr><tr><td>Class workshops</td><td></td><td>0</td></tr></table> <p>Formative assessment is designed to develop students’ comprehension of basic principles and their ability to plan and put them into practice</p>		Summative:			First assessment: Essay (students respond to selected topics on advertising creativity).		40%	Final assessment: Portfolio (students create an integrated campaign in electronic format)		60%	Formative:			Class workshops		0
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	<p>The first assessment(essay)tests Learning Outcomes 1 and 2.</p> <p>The final assessment (portfolio)tests Learning Outcomes 3 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b></p> <p>Altstiel, T.&amp; Grow, J. (2017). Advertising Creative: Strategy, Copy, and Design. 4th Edition, Sage.</p> <p><b>RECOMMENDED READING:</b></p> <ul style="list-style-type: none"> <li>• Smith, P.R. &amp; Zook, Z. (2019) Marketing Communications: Integrating Online and Offline, Customer Engagement, and Digital Technologies. Kogan Page.</li> <li>• Landa, R. (2016) Advertising by Design: Generating and Designing Creative Ideas Across Media. John Wiley &amp; Sons.</li> <li>• Pricken, M. (2008) Creative Advertising, New Edition. Thames &amp; Hudson</li> <li>• Drewniany, B.L. and Jewler, J.A. (2013) Creative strategy in advertising, eleventh edition. Cengage Learning.</li> <li>• Parker, J., Koslow, S., Ang, L., &amp; Tevi, A. (2021). How Does Consumer Insight Support The Leap to a Creative Idea? Inside the Creative Process: Shifting the Advertising Appeal from Functional to Emotional. <i>Journal of Advertising Research</i>, 61(1), 30.</li> <li>• Miliopoulou, G.-Z. (2024). <i>Creative advertising concept and copy : a practical, multidisciplinary approach</i>. Routledge, Taylor &amp; Francis Group.  <a href="https://public.ebookcentral.proquest.com/choice/PublicFullRecord.aspx?p=31195399">https://public.ebookcentral.proquest.com/choice/PublicFullRecord.aspx?p=31195399</a></li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<ul style="list-style-type: none"> <li>• <a href="https://player.fm/series/the-deliberate-creative-creativity-leadership-team-development">https://player.fm/series/the-deliberate-creative-creativity-leadership-team-development</a></li> <li>• <a href="https://player.fm/series/inspired-marketing">https://player.fm/series/inspired-marketing</a></li> <li>• <a href="https://www.marketingovercoffee.com/">https://www.marketingovercoffee.com/</a></li> <li>• <a href="https://player.fm/series/damn-good-brands">https://player.fm/series/damn-good-brands</a></li> <li>• <a href="https://player.fm/series/the-collective-podcast-2431290">https://player.fm/series/the-collective-podcast-2431290</a></li> </ul>
<b>COMMUNICATION REQUIREMENTS:</b>	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard CMS; MSOffice; multimedia production software tools like canva.com
<b>WWW RESOURCES:</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.canva.com">www.canva.com</a></li> <li>• <a href="http://www.adsoftheworld.com">www.adsoftheworld.com</a></li> <li>• <a href="http://www.thedrum.com">www.thedrum.com</a></li> <li>• <a href="http://www.adage.com">www.adage.com</a></li> <li>• <a href="http://www.adweek.com">www.adweek.com</a></li> </ul>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. What we know about advertising creativity</li> <li>2. Advertising creativity as rhetoric</li> <li>3. Organizational aspects of advertising creativity</li> <li>4. The 3Ps of creativity &amp; the stages of developing creative ideas</li> <li>5. Building on insights</li> <li>6. Techniques in advertising creativity</li> <li>7. Generating ideas in groups or individually</li> <li>8. The 4Cs of advertising campaigns (consistency, continuity, coherence, complementarity)</li> <li>9. The role of the creative director &amp; creative team</li> <li>10. Creativity in advertising: crafting for different media. The role of timing.</li> </ol>

	<div>11. The check list of a creative campaign</div> <div>12. Presenting advertising campaigns</div>
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