DEREE COLLEGE SYLLABUS FOR: CN 4800 CREATIVITY IN ADVERTISING CAMPAIGNS	
(Previously CN 4500 Creative Execution in Advertising) (Updated: Fall 2020)	**US CREDITS: 3/0/3** **UK LEVEL: 6** **UK CREDITS: 15**

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2301 Foundations of Contemporary Media CN 2310 Introduction to Advertising CN 3409 Advertising Copywriting and Evaluation CN 3434 Advertising Strategy and Client Services CN 4566 Audience Behavior in Advertising
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 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. Creatively reflect on the key theories around advertising creativity 2. Creatively reflect on 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. Developing consistent creative executions for a wide range of media and touch points.
METHOD OFTEACHING 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:	Summative: | First assessment: Essay (students respond to selected topics on advertising creativity).	30%
Second assessment: Portfolio (presentation of campaign in class)	10%
Third assessment: Campaign Portfolio (students create an integrated campaign in electronic format)	60% | **Formative:** | Class workshops	**0**
	| (Formative assessment is designed to develop students' comprehension of basic principles and their ability to plan and put them into practice.) The first assessment (essay)tests Learning Outcomes 1 and 2. The second assessment (portfolio presentation) tests Learning

	Outcomes 3 and 4. The third assessment (campaign portfolio) tests Learning Outcomes 3 and 4. Students are required to resit failed assessments in this module.
READING:	**REQUIRED READING:** Altstiel, T.& Grow, J. (2017). Advertising Creative: Strategy, Copy, and Design. 4th Edition, Sage. **RECOMMENDED READING:** - Smith, P.R. &Zook, Z. (2019) Marketing Communications: Integrating Online and Offline, Customer Engagement, and Diital Technologies. Kogan Page. - Landa, R. (2016) Advertising by Design: Generating and Designing Creative Ideas Across Media. John Wiley & Sons. - Pricken, M. (2008) Creative Advertising, New Edition. Thames & Hudson - Drewniany, B.L. and Jewler, J.A. (2013) Creative strategy in advertising, eleventh edition. Cengage Learning.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	- https://player.fm/series/the-deliberate-creative-creativity-leadership-team-development - https://player.fm/series/inspired-marketing - https://www.marketingovercoffee.com/ - https://player.fm/series/damn-good-brands - https://player.fm/series/the-collective-podcast-2431290
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
SOFTWARE REQUIREMENTS:	Microsoft Word, multimedia production software tools like canva.com
WWW RESOURCES:	- www.canva.com - www.adsoftheworld.com - www.thedrum.com - www.adage.com - www.adweek.com
INDICATIVE CONTENT:	1. What we know about advertising creativity 2. Advertising creativity as rhetoric 3. Organizational aspects of advertising creativity 4. The 3Ps of creativity & the stages of developing creative ideas 5. Building on insights 6. Techniques in advertising creativity 7. Generating ideas in groups or individually 8. The 4Cs of advertising campaigns (consistency, continuity, coherence, complementarity) 9. The role of the creative director & creative team 10. Creativity in advertising: crafting for different media. The role of timing. 11. The check list of a creative campaign 12. Presenting advertising campaigns