

<b>DEREE COLLEGE SYLLABUS FOR: MK 4242 MARKETING CREATIVITY AND INNOVATION</b>	
(Updated Fall 2021)	<b>UK LEVEL 6</b> <b>UK CREDITS: 15</b> <b>US credits 3/0/3</b>
<b>PREREQUISITES:</b>	MK 2030 Introduction to Marketing <b>or</b> MK 2030 Fundamentals of Marketing MK 3135 Marketing Communications
<b>CATALOG DESCRIPTION:</b>	Creativity and innovation for marketing. The creative product, the creative process and the creative person. Creative concepts and creative propositions for marketing communication and branding. Innovation and new product development. Consumer creativity.
<b>RATIONALE:</b>	The notion of creativity is inextricably linked to marketing communications. In recent years, it is recognized that creativity is crucial for several aspects of contemporary marketing, given its potential to enhance problem solving and novelty, subsequently leading to innovation. This course aims at familiarizing students with existing theoretical knowledge on creativity and innovation in a marketing context and demonstrate its relevance to marketing practice.
<b>LEARNING OUTCOMES:</b>	As a result of taking this module, the student should be able to: <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the key dimensions of creativity and innovation.</li> <li>2. Analyze the importance of creativity for diverse aspects of marketing, including marketing communications, branding, new product development.</li> <li>3. Utilize the creative process in order to solve a marketing problem or address an opportunity.</li> <li>4. Develop a creative concept on the basis of consumer insights and brand knowledge.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>➤ Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples.</li> <li>➤ Use of case studies and interactive class exercises.</li> <li>➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.</li> <li>➤ Field Trips, Guest lectures (as appropriate)</li> </ul>

**ASSESSMENT:**

**Summative:**

Midterm Assessment:	1 hour Exam, essay-type	<b>30%</b>
Final Assessment: Project	Group Component (50%): Project, 2,800-2,900 words Individual Component (20%): Presentation	<b>70%</b>

**Formative:**

Class exercises (activities, case studies)	<b>0%</b>
Interim evaluation of project (drafts).	<b>0%</b>

The formative Class exercises aim to prepare students for the examination.

The formative drafts aim to prepare students for the project.

The Midterm Assessment tests Learning Outcomes 1 and 2.

The Final Assessment tests Learning Outcomes 1, 3 and 4.

Students are required to resit failed assessments in this module.

**INDICATIVE READING:**

**REQUIRED READING:** Dahlén, M. (2010). *Creativity unlimited: Thinking inside the box for business innovation*. John Wiley & Sons.

**RECOMMENDED READING:**

Altstiel, T., Grow, J., & Jennings, M. (2018). *Advertising creative: strategy, copy, and design*. Sage Publications.

Amabile, T. M. (2018). *Creativity in context: Update to the social psychology of creativity*. Routledge.

Burroughs, J. E., & Glen Mick, D. (2004). Exploring antecedents and consequences of consumer creativity in a problem-solving context. *Journal of consumer research*, 31(2), 402-411.

De Bono, E. (2015). *Serious Creativity: How to be creative under pressure and turn ideas into action*. Random House.

Drewniany, B. L., & Jewler, A. J. (2013). *Creative strategy in advertising*. Cengage Learning.

Duggan, W., (2013). *Creative strategy: A guide for innovation*. Columbia Business School Publishing.

Im, S., Bhat, S., & Lee, Y. (2015). Consumer perceptions of product creativity, coolness, value and attitude. *Journal of Business Research*, 68(1), 166-172.

Koronaki, E., Kyrousi, A. G., and Zotou, A. (2018). For You and For Me: Creative Experiences as Gifts, in: Belk, R., and Minowa, Y. (eds.). *Gifts, Romance, and Consumer Culture (Routledge Interpretive Marketing Research)*, Routledge.

Parker, J., Koslow, S., Ang, L., & Tevi, A. (2021). How Does Consumer Insight Support the Leap to a Creative Idea? Inside the

	<p>Creative Process: Shifting the Advertising Appeal from Functional to Emotional. <i>Journal of Advertising Research</i>, 61(1), 30–43.</p> <p>Purchase, S., &amp; Volery, T. (2020). Marketing innovation: a systematic review. <i>Journal of Marketing Management</i>, 36(9-10), 763-793.</p> <p>Rosengren, S., Eisend, M., Koslow, S., &amp; Dahlen, M. (2020). A Meta-Analysis of When and How Advertising Creativity Works. <i>Journal of Marketing</i>, 84(6), 39-56.</p> <p>Shiu, E. (Ed.). (2017). <i>Research Handbook of Innovation and Creativity for Marketing Management</i>. Edward Elgar Publishing.</p> <p>Titus, P. A. (2018). Exploring creative marketing thought: Divergent ideation processes and outcomes. <i>Psychology &amp; Marketing</i>, 35(3), 237-248.</p> <p>West, D., Koslow, S., &amp; Kilgour, M. (2019). Future Directions for Advertising Creativity Research. <i>Journal of Advertising</i>, 48(1), 102-114.</p>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	N/A
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	Word, Powerpoint.
<b>WWW RESOURCES:</b>	<a href="http://www.ama.org">www.ama.org</a> <a href="http://www.canneslions.com">www.canneslions.com</a> <a href="http://www.euromonitor.com">www.euromonitor.com</a> <a href="http://www.hbr.org">www.hbr.org</a> <a href="http://www.warc.com">www.warc.com</a> <a href="http://www.forbes.com/innovation/">www.forbes.com/innovation/</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Defining Creativity – The Need for Creativity and Innovation in Marketing</li> <li>2. The Creative Result, the Creative Process and the Creative Person</li> <li>3. The creative process: generating and recognizing ideas to solve problems</li> <li>4. Understanding and overcoming barriers to creativity</li> <li>5. Understanding the power of brands and creating meaning</li> <li>6. Uncovering consumer insights</li> <li>7. Formulating creative concepts</li> <li>8. Creativity in Marketing Communications</li> <li>9. Creativity for Branding</li> <li>10. Innovation and New Product Development</li> <li>11. Consumer Creativity</li> </ol>