Creativity and Innovation in Marketing
MKTG 3223  Spring 2016
Mondays 3:30-6:15pm

Instructor:  Ms. Cindy Fox  Email: ctfox@uncc.edu
Classroom:  Colvard 4123  Phone: (704) 687-7676
Office:  Friday Room 353C
Office Hours:  2:00-3:00pm, MTW

Course Description: MKTG 3223. Creativity and Innovation in Marketing (3). In an increasingly competitive global environment, successful marketing organizations have embraced creativity and innovation to enhance strategic adaptability. Continuously developing new products, services, business models and strategies enhances competitive advantage. This course begins with creativity as the starting point for innovation, exploring ways to enhance individual, team and organizational creativity as it pertains to marketing decisions and strategies. Students engage in exercises and a project that concretize the creativity and innovation process in marketing activities.

Prerequisites: The following must be met:
- Marketing 3110 (Marketing Concepts) with a grade of “C” or better

Course Objectives: To:
- Understand the role of Creativity in the global marketplace
- Help students understand what makes them creative and how to nourish that
- Explore how organizations try to promote Creativity and be successful
- Gain an understanding of the Ideation process
- Research what makes a company Creative/Innovative

Course Methodology: Class material will come from readings, videos, guest speakers, and you. Part of Creativity involves the concept of co-creation of marketing materials; students are expected to contribute to the materials covered in class. This is a new course at the Belk College and is being taught only in a few higher education venues around the country. You will be asked to stretch yourself in several ways, if you need a very structured class with tight rubrics this is NOT the class for you. All explanations of the assignments will be on Moodle along with an ongoing semester class summary which lists all the readings covered in class (if not included in the power points). Due dates are up on Moodle, no late work will be accepted.

In-Class Exercises/Participation/Attendance: This is a combination of all three of these. Your participation will be assessed by the quality of your participation, not necessarily the quantity. If you attend all classes but do not participate, you should expect a grade of 90. Using your smart phone or being on your laptop for any other reason than taking notes or researching topics in your groups will result in a decrease in points. There will be assigned seating and name tents will be visible. Attendance will be taken using an attendance sheet, it is your responsibility to sign this sheet.

Class Summaries: After each class, there will information on Moodle outlining what was covered in class including links to websites/videos/readings/etc. Students are responsible for the material included in these summaries in lieu of a textbook.
Grading:

- Final Project-Innovation: 10%
- Two Tests: 45%
- In Class Exercises/Attendance/Participation: 5%
- Creativity Speaks: 10%
- Class Mini-Projects: 20%
  (Design Thinking 10%, Retail 5%, Kickstarter 5%)
- Creativity Journal: 10%

All work must be submitted to Moodle. Anything emailed will be docked 5 points and may not be graded.

**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**NOTE:** Your peer evaluation must be a fair representation of each member’s contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

**STATEDMENT of INCLUSION**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Class Policies**

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.
   All students are required to abide by the UNC Charlotte Sexual Harassment Policy (http://www.legal.uncc.edu/policies/ps-61.html)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.
3. Late comers to class must let me know at the end of class so I can mark them present but late.
DATES OF CLASS

January 11-Introduction to Creativity and Innovation

January 25-Design Thinking Focus, Create Business Stories

February 1-Design Thinking-Share information
     Team Building

February 8-Present Design Thinking Prototypes

February 15-Retail/Omnichannel-Changing Landscapes, Submit Design Thinking Projects

February 22-Test #1, Team Time

February 29-Retail Presentations; Introduce IMC Creativity

March 14-Guest Speaker, Eric Osterhus, Brand Manager, Whitewater Center, IMC Creativity

March 21-BoP introduction, Disruptive Innovation

March 28-Idea Sourcing, Crowd Sourcing, Global Ideation; Take up journals for initial feedback

April 4-Guest Speaker, Eventsys; Kickstarter Presentations

April 11-We meet at the McColl Center at 4:15pm

April 18-Company Creativity

April 25-Test #2, Team Time, Journals Due

May 2-Project Presentations

May 9-Optional Test/Make-up