

Creativity and Innovation in Marketing
MKTG 3223 Spring 2017
Wednesdays and Fridays, 8:00am-9:15am

Instructor: Ms. Cindy Fox
Classroom: Fretwell 120
Office: Friday Room 246
Office Hours: 10:00-11:00, 2:00-3:00pm, WR, or email me

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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; there are three team projects in this course. **This is a relatively 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 Canvas 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 Canvas, 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. After one class, each subsequent class will be at least -2 pts. each.

Class Summaries: After each class, there will information on Canvas 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%, BOP/Kickstarter 10%)	
	Creativity Journal=	10%

All work must be submitted to Canvas. 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.

STATEMENT 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.

TENTATIVE COURSE OUTLINE
MKTG 3223 **Spring 2017**

DATES OF CLASS

Jan 11/13-Introduction to Creativity and Innovation

Jan 18/20 -Design Thinking Focus, IDEO

Jan 25/27-Design Thinking-*Team Time*
Storytelling-Company and Brand, Create Stories

Feb 1/3-Design Thinking-*Share Information*, 3 P's, Viral Video' Exercise

Feb 8-Creative Team Building, Paper Towers

Feb 10-*Present Design Thinking Prototypes*

Feb 15-Retail/Omnichannel Innovations, *Turn in completed Design Thinking Project*

Feb 17-*Test #1*

Feb 22/24-Crowd Sourcing, Global Ideation

March 1-Command Partners Guest Speaker-Crowdsourcing

March 3-Kickstarter

March 15-Patterns in Nature, *Journal Check-in*

March 17-Class Off

March 22-Product Innovation

March 24-Off-Site Visit to Edison Nation

March 29/31-*Kickstarter Presentations*

April 5/7-Systematic Creativity, BoP=Bottom of the Pyramid Marketing

April 12-Innovation/Creativity/Employee Creativity/Space

April 19/21-*Innovation Project Presentations*

April 26-Creativity Speaks! Wrap-Up

April 28-*Test #2, Journals Due*

May 5, 8:00am -*Optional Comprehensive Exam/Make-up*