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 projects 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 and Innovation 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, BoP issues, and Crowdsourcing
- Study businesses and people known for creativity and innovation
- Learn the basics of Design Thinking

Course Methodology: Class material will come from readings, power points, 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. 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. It is the students responsibility to take notes and ask questions if necessary. Any updates to the syllabus will be reflected on Canvas; it is the students’ responsibility to check Canvas regularly. Students are expected to take notes, information given in class is reflected on tests and graded material. 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 included on Canvas, late work is docked 5 points a day. Students who are distracted by electronic devices and not paying attention in class will NOT be given answers to questions just asked and answered. Those students can also have points deducted from class participation. Students who are on the edge of another grade at the end of the semester can bring by their handwritten notes for extra credit. Students must have a 69, 79 or 89 average at that point.

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 with name tents visible. Attendance will be taken using an attendance sheet, it is your responsibility to sign this sheet. After missing one class, each subsequent class will be at least -4 pts. each. Not respecting guest speakers or others in class will also result in a reduction in points.

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:

- Three Tests= 50%
- In Class Exercises/Attendance/Participation= 5%
- Creativity Speaks= 5%
- Class Mini-Projects= 30%
  (Design Thinking 10%, Kickstarter 10%, Company 10%)
- Creativity Journal= 10%

Work will be submitted in hard copy in addition to any uploads. Any late material will be docked 5 points a day, no work will be accepted after the last day of class.

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.

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please complete the Disability Services process. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

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 class unless part of an in-class assignment.

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**TENTATIVE COURSE SCHEDULE**

**MKTG 3223**  
**Fall 2018**

**DATES OF CLASS**

Aug 21/23-Introduction to Creativity and Innovation, **Product**-Design Thinking, IDEO

Aug 28/30-Design Thinking-**Introduction**  
Storytelling-Importance of Company and Brand, Create Stories

Sept 4-Storytelling Cont., Sept 6-IDEO exercise

Sept 11/13-Creativity in Teams, Design Thinking-**Share Information**

Sept 18/20-Crowdsourcing-Kickstarter, Design Thinking-**Share Information**

Sept 25/27-Crowdsourcing-Kickstarter, Team Time (Site Visit Alternative)

Oct 2-Test #1, Oct. 4-Design Thinking Project Due

Oct 9-Fall Break-No Class, Oct. 11-Mind Mapping

Oct 16/18-Retail Innovation/In-Class Project

Oct 23/25-BoP Innovation, **Promotions**-Creativity in Promotions

Oct 30/Nov 1-**Kickstarter Presentations**, Systematic Creativity

Nov 6-Test #2, Nov 8-Team Time

Nov 13/15-**Place**-Innovations in Space, Repurposing buildings-Camp North End, Co-Working, Employee and Company Creativity, Co-Working, **Submit Journal for Feedback**

Nov 20-**Guest Speaker on Company Creativity**

Nov 27-Test #3

Nov 29-**Innovative Company Presentations and Dec 4-Innovative Company Presentations (Project #3), Journals Due**

Dec 13, 2:00-4:30pm, **Optional Comprehensive Objective Exam**