Creativity and Innovation in Marketing  
MKTG 3223  Spring 2018  
Friday 12:30-3:15pm

Instructor: Ms. Cindy Fox  
Email: ctfox@uncc.edu  
Classroom: Friday 141  
Phone: (704) 687-7676  
Office: Friday Room 246  
Office Hours: 2:00-3:00pm MW, or email me

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 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 in 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 up 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 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 notes for extra credit, they must be handwritten.

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 -4 pts. each. Not respecting guest speakers either in class or on will 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:

- Two Tests= 45%
- In Class Exercises/Attendance/Participation= 5%
- Creativity Speaks= 10%
- Class Mini-Projects= 30%
  (Design Thinking 10%, BOP/Kickstarter 10%, Third)
- Creativity Journal= 10%

Work will be submitted in hard copy. 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 provide a letter of accommodation from Disability Services early in the semester. 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 presentations.

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**TENTATIVE COURSE OUTLINE**

**MKTG 3223**  
**Spring 2018**

**DATES OF CLASS**

Jan 12-Introduction to Creativity and Innovation, **Product**-Design Thinking Focus, IDEO, **Team Time**

Jan 19-Design Thinking-**Share Information**  
Storytelling-Company and Brand, Create Stories

Jan 26-Systematic Creativity, Kickstarter, BoP, Design Thinking-**Feedback Session**

Feb 2-Building Creative Teams, Design Thinking-**Project Due**

Feb 9-Site Visit to Edison Nation

Feb 16- **Roy Morejon, CEO Command Partners, Guest Speaker on Crowdsourcing,** Class Exercise- Patterns in Nature, **Kickstarter Project Time**

Feb 23-**Test #1**

March 2-**Promotions**-Viral Video’s, Guerrilla Marketing, Other Creative Promotions

March 9-**Spring Break**

March 16-Kickstarter Presentations

March 23-Mind Mapping, AI/Machine Learning, **Journal Check-In**

March 30-**Spring Recess-No Class**

April 6-Employee Creativity, **Place**-Space, Whitewater Center

April 13-Repurposing place, Camp North End

April 20-Project Presentations, **Price**, Wrap-Up, **Journals Due**

April 27-**Test #2**

May 4, 11am-Optional **Comprehensive Objective Exam**