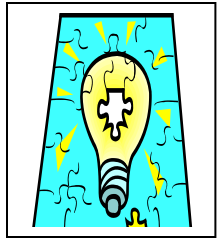




MKE 380A—Creativity Process in Marketing – Spring 2015 MW– 2:00-3:15 PM – Hawkins 053D



Professor: Dr. N. J. Church

Office: Au Sable 208

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Office Hours: Mondays & Wednesday: 3:30-4:45;

Tuesdays & Thursdays: 2:00-4:00 pm and by appointment

Required pre-requisite: MGM 290 – Principles of Marketing



It is expected that all students enrolled in this class support the letter and the spirit of the Academic Honesty Policy as stated in the college catalog.

Course Description:

MKE 380, *Creativity Process in Marketing*, focuses on the theories and models of creativity, traits of creative people, barriers to creativity, and real-world examples of creativity and innovation in business. During the first part of the semester, students will learn about and develop their own creative processes through readings, creativity exercises, teamwork, and presentations. The second part of the semester will focus on analyzing real business world examples of companies that achieved a breakthrough in product, pricing, promotion, or distribution that either catapulted growth or significantly delayed the inevitable decline stage of the Product Life Cycle for a given product or service. Presentations, teamwork, real business case examples, and a final creativity/innovation project will facilitate the student learning during the second part of the semester.


Course Objectives:

- (1) To learn about the major theories, models, and processes of creativity
- (2) To learn and practice numerous techniques and exercises in marketing creativity
- (3) To apply the course material to a marketing problem-solving assignment
- (4) To gain teamwork experience
- (5) To gain experience in public speaking

Code of Professional Behavior

For business people, professional interaction is critical to success. The Department of Marketing and Entrepreneurship seeks to help you achieve your potential by encouraging professional behavior in the classroom:

- **Be punctual for class**
- Hand in assignments on time
- Follow assignment and syllabi instructions the first time
- **Turn cell phone off**
- **Do not text during class**
- Remove iPod wires from ears
- Use laptop appropriately when permitted (no e-mails, Facebook, surfing, shopping, etc.)
- Do not leave a class in progress (Use restrooms or make calls before and after class)
- Do not leave exams in progress (Use restrooms before exam)
- Wear professional business attire for class presentations (Suit, jacket/blazer and tie)
- Wear appropriate attire for classroom (no cleavage, no hoodies covering head)
- Communicate respectfully with faculty and other students
- Send professional e-mails, voice-mails, etc. (spell name, repeat phone number, etc.)
- Contact fellow students first for missed class materials
- Check your school e-mail at least once daily

Month	Day	Chapters	Objectives	Topic
January	26			Introduction to the course, the project & to each other
January	28	Introduction Zig Zag	1	Introduction – Choosing Creativity - pages 1-18 Book: Zig Zag
February	2	1 Zig Zag	1	Chapter 1 – Step One ASK: How the Right Questions Lead to the Most Novel Answers – pages 19-36
February	4	1 Zig Zag	1	Chapter 1 – Step One ASK: How the Right Questions Lead to the Most Novel Answers – pages 36-48
February	9		1	Guest Speaker – John Jacobs
February	11	2 Zig Zag	1	Chapter 2 – Step Two LEARN: How to Prepare your Mind for Constant Creativity – pages 49-72
February	16	3 Zig Zag	1,2, 4, 5	Group #1 Presentation – Chapter 3 The Third Step LOOK: How to be Aware of the Answers all Around You – pages 73-88 plus lead class in creative exercise
February	18	3 & 4 Zig Zag	1	Chapter 3 – The Third Step LOOK: How to be Aware of the Answers all Around You – pages 88-100 and Chapter 4 – The Fourth Step PLAY: How to Free Your Mind to Imagine Possible Worlds – pages 101-106
February	23	4 Zig Zag	1, 2, 4, 5	Group #2 Presentation – Chapter 4 – The Fourth Step PLAY: How to Free Your Mind to Imagine Possible Worlds – pages 107-128 plus lead class in creative exercise
February	25	5 Zig Zag	1	Chapter 5 – The Fifth Step THINK: How to Have Way More Ideas than You'll Ever Need – pages 129-152
March	2	6 Zig Zag	1, 2, 4, 5	Group #3 Presentation – Chapter 6 – The Sixth Step FUSE: How to Combine Ideas in Surprising New Ways – pages 153-163 plus lead class in creative exercise
March	4	6 & 7 Zig Zag	1	Chapter 6 – The Sixth Step FUSE: How to Combine Ideas in Surprising New Ways – pages 163-172 and Chapter 7 – The Seventh Step CHOOSE: How to Pick the Best Ideas and Then Make Them Even Better – pages 173-178
March	9	7 Zig Zag	1, 2, 4, 5	Group #4 Presentation - Chapter 7 – The Seventh Step CHOOSE: How to Pick the Best Ideas and Then Make Them Even Better – pages 178-193 plus lead class in creative exercise
March	11	8 Zig Zag	1	Chapter 8 – The Eighth Step MAKE: How Getting Your Ideas Out into the World Drive Creativity Forward – pages 195-214
March	15-22			Spring Break – No classes March 16 & 18
March	23	Conclusion	1	Zig Zag Conclusion – pages 215-228

March	25	1 & 2 Pages xvi – 17	1, 2, 4, 5	<u>Group #5 Presentation</u> Part I – Innovation: Chapter 1 – Rethink Innovation Part II – The Ten Types – An Overview plus lead class in creative exercise
March	30	3 & 4 & 5 Pages 18-29	1	Chapter 3 – Profit Model- How You Make Money and Chapter 4 – Network – How You Connect with Others to Create Value Chapter 5 – Structure – How Your Organize and Align Your Talent and Assets
April	1	6 & 7 & 8 Pages 30-41	1, 2, 4, 5	<u>Group #6 Presentation</u> Chapter 6 – Process – How You Use Signature or Superior Methods to do Your Work Chapter 7 – Product Performance – How You Develop Distinguishing Features and Functionality Chapter 8 – Product System – How Your Create Complementary Products and Services plus lead class in creative exercise
April	6			Guest Speaker - Martin Mitchell '94
April	8	9 & 10 & 11 Pages 42-53	1	<u>Group #7 Presentation</u> Chapter 9 – Service – How Your Support and Amplify the Value of Your Offerings Chapter 10 – Channel – How You Deliver Your Offerings to Customers and Users Chapter 11 – Brand – How You Represent Your Offerings and Business
April	13	12 & 13 Pages 54 - 77	1	Chapter 12 – Customer Engagement – How You Foster Compelling Interactions Part III – More is Mightier - Chapter 13 – Go Beyond Products – How to Avoid Being Easily Copied
April	15	14 Pages 78-97	1	Chapter 14 – Strength in Numbers – Innovations Using a Combination of Types Generate Better Returns
April	20	15 & 16 Pages 98-117	1	Part IV – Spot the Shifts – Chapter 15 – Mind the Gap – Uncover Your Blind Spots Chapter 16 – Challenge Convention – See Where Your Competitors are Focusing and The Make Different Choices
April	22	17 & 18 Pages 118-141	1	Chapter 17 – Pattern Recognition – See How Industries and Markets Shift and Learn from Those Who Saw the Signs and Acted on Them Part V – Leading Innovation –Chapter 18 – Declare Intent – By Being Clear About Where and How You Will Innovate, You Massively Increase Your Odds of Success
April	27	19 Pages 142-149 and	1	Chapter 19 – Innovation Tactics – A Toolkit that Turns the Ten Types into Building Blocks for Innovation Chapter 20 – Using the Innovation Playbook (pages 156-165 and 186-187 only)

		156-165, 186-187		
April	29			Improv exercises
May	4			Improv exercises
May	6		3,4, 5	Final preparation for Group Project Reports & Presentations
May	11- 15		3, 4, 5	<i>Professional Final Team Presentations during finals week To Client</i>

Texts:

Required Books and Materials:

- (1) First part of semester: *Zig Zag*, Keith Sawyer, 1st Edition, Jossey-Bass/Wiley (2013).
- (2) Second part of semester: *Ten Types of Innovation*, Larry Keeley, Wiley (2013).

Materials: Teams may need to purchase materials for the class that will be used in the creativity exercises they lead. Please look at it this way – most classes expect you to purchase textbooks costing over \$200 – the two books for this class cost less than \$60 MSRP. So budgeting another \$50/student for materials seems reasonable.

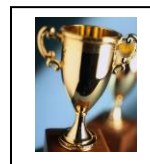
Please read the chapters ***by the date shown*** on the outline above. Since there are no quizzes/exams, the trade-off is that you **must read the material and be prepared to discuss it** in class. If it turns out that the class is not reading the assigned readings, then quizzes will be given on the reading material. You should take notes of the reading material and bring your notes to class. However, when you make your contributions to the class discussion, please don't read your notes.

Course Format – Class Participation (15%):

This *Creativity Process in Marketing* course will be *totally participative*. Unlike other courses you may have taken, formal lecture by your instructor will be minimal. Instead, teams will present and lead discussions of the book chapters as well as lead the class through creativity exercises from our assigned readings or of that team's own choosing. Experts believe – and I agree – that we don't become more creative by being lectured to or from a traditional approach of studying textbooks and taking exams. Rather, we develop our creative skills much more deeply by learning about creativity theories, actively participating in creativity exercises, analyzing examples of creativity and innovation in the real business world, and applying our enhanced creativity and innovation skills to a real world business marketing problem or opportunity. This course format allows for maximum student involvement and interest. I will state it again – *all students must be prepared for each class to make this form of learning work*. My role as your instructor is to help the teams facilitate their discussions of the assigned readings and the in-class exercises. If you are prepared before class and participate during class you will be more likely to expand your creative capabilities. If you are unwilling to take on this responsibility you will have great difficulty doing well in this class.

Reflections Papers: (45%):

Each week by Friday at 12 noon, a reflection paper of that week's readings should be submitted in hard copy (no emails!). If you miss that deadline, you will not be allowed to make that week's paper up. You are required to hand in a minimum of ten papers. If you hand in more than ten papers, then the papers with the highest grades will be counted. Papers should be 1-2 typed pages, with no more than 1" margins on all sides, double-spaced. Papers less than 1 page will be returned with a zero grade. The papers should NOT be a summary or regurgitation of the reading material, but rather you should reflect on the material and relate it to your experiences and your observations. Discuss why the reading is noteworthy or important to some aspect of marketing.



Creativity Cup Award (2 Bonus Points on final average):

The team that demonstrates the most creativity over the course of the semester and collects the most creativity points will be presented with 2015 Creativity Cup trophies (and the right to include this award on your resume)!

Quizzes:

There will be no quizzes unless students are found to not read the material in the text prior to the class in which it will be discussed. A new grade calculation formula will be developed if quizzes are added back into the classwork.

Class Attendance & Class Punctuality

Class attendance is mandatory in this course as much material will be discussed in class, and many creativity exercises take place in class. An attendance sheet will be circulated and you are responsible for signing it during each class. Students may sign **only** their own names. Students may not sign the attendance sheet for anyone else. **If caught signing another student in, you will fail the course.** Students with no unexcused absences will earn two bonus points; 1 unexcused absence will earn one bonus point; 2 unexcused absences will not affect your final grade; 3 unexcused absences will result in having 5 points deducted from your final grade; 4 unexcused absences will result in having 10 points deducted from your final grade; 5 unexcused absences will result in 15 points deducted from your final grade; 6 unexcused absences—25 points off; 7 unexcused absences= automatic failure in the course. This policy will be strictly enforced. Students who are **more than 5 minutes late** will not be allowed to sign the attendance sheet and will be counted as absent.

Group Presentation & Leadership – Creativity Exercise (15%):

Students will work in groups of five people and will present the material from the chapter assigned for their presentation day plus they will choose a creativity exercise based on the material presented in their chapter(s), **which must be approved by Dr. Church.** They will teach the exercise and lead the students in the class in using this creativity technique. It is important to remember that you **must relate your exercise to: (1) your chapter(s) and (2) a marketing, business, management, product development, or advertising problem.** If students in the class need specific materials (audiovisual equipment, poster paper, scissors, markers, construction paper, costumes, props, music, lighting, food, etc.) to participate in the exercise, it is the student presenters' responsibility to make sure arrangements are made for them. NO alcoholic beverages or illegal materials may be used. Students who are not prepared to present and lead the class in a creativity exercise on the day they are assigned will receive a grade of zero for this project. There is no room in the schedule to reschedule a group for another day. Peer evaluations will be filled out for each group by the rest of the class. These are for constructive purposes and will be given directly to the presenter. Dr. Church will complete an evaluation sheet with grade (see attached).

Creativity Project (25%):

Students will work in teams and develop a professional, comprehensive response to a creativity challenge. Five students will work on each team. Each team will prepare a written report and also will make a professional presentation at the end of the semester to the class, the client, and your professor. At the end of the semester, each team member will evaluate all of the other team members' performance and contributions to the team's efforts. It is important for you to evaluate each other honestly as these evaluations will be used by your professor to adjust the each team member's grade upward or downward depending on the relative team members' evaluations. If your team evaluations are well above the other team members' evaluations, then your project grade will be adjusted upward from 5-10 points. Otherwise, if your peer evaluation average is 80% and above, you will receive the team grade. If your peer evaluation average is 70-79%, 5 points will be deducted from the team grade. If your peer evaluation average is 60-69%, 10 points will be deducted from the team grade. If your peer evaluation is between 40-59%, you will receive either a project grade of 50% or the team grade less 25%, whichever is lower. If your peer evaluation average is below 40%, you will fail the course.

Final Grade Calculations*: Note: Peer evaluations may affect your grade.

Average of 10 highest reflections papers based on readings-----	45%
Group Presentation/Leadership of Creativity Exercise -----	15%
Participation in Class Discussions regarding Readings-----	15%
Creativity Project -----	<u>25%</u>
	100%

Note: Students must earn a passing average (64%) on the reflections papers in order to pass the course. Students who earn a failing average on the reflections papers will automatically fail the course.

Grade Equivalents: [There is no A+ or D- at Plattsburgh]. This course cannot be taken pass/fail.

A = 94 - 100	A- = 90 - 93	
B+ = 87 - 89	B = 84 - 86	B- = 80 - 83
C+ = 77 - 79	C = 74 - 76	C- = 70 - 73
D+ = 67 - 69	D = 64 - 66	E = 63 and lower

Career Information & Opportunities for Marketing Majors:

- (1) There is a collegiate chapter of the American Marketing Association and ENACTUS (formerly Students in Free Enterprise) on campus. Get involved! Announcements will be made in class when meetings are scheduled.
- (2) Investigate the opportunity to sell advertising for Cardinal Points newspaper....it's a great experience and you will earn commissions on your sales!

- (3) Juniors and Seniors: Plan to do at least one internship before you graduate! It is one of the best things you can do for yourself to solidify your career plans and make yourself more employable. Internships are credit-bearing positions (1-6 credits) with companies or organizations; they can be taken as part of your regular course load. You will gain real-world training, experience for your resume, and they allow you to apply classroom knowledge that you have accumulated. See Mrs. Carpenter in AuSable 321; email her at mcarp001@plattsburgh.edu or call her at 564-4303.
- (4) Try to do a "Study Abroad" experience before you graduate...it will change your life! Now is the time to do it! The Study Abroad office is on the 2nd floor of Kehoe, 564-2321.
- (5) Visit the Career Development Office, Angell College Center 118, for career and resume advice and information.
- (6) If you plan to ask me to write a letter of reference for you in the future, you must obtain at least a B- in EVERY class you take from me. It is a good idea to attend class regularly and to make yourself known to me so that I can write a good letter of reference for you. I make my policy on this matter known at the beginning of the semester so that you can work toward a goal and so that students who do not achieve this level will not be embarrassed by asking for a letter of reference.

Students who request a letter of reference must give me:

- 1. a copy of their resume,
- 2. a cover letter outlining their major strengths and purpose of the letter of reference (for grad school (what degree?) or for a job (what type of work do you want to do?))
- 3. the names of the courses you took from me, the semester you took these courses, and the grades you earned in them.

Evaluation Sheet
Creativity Class Group Presentation/Leadership – Creativity Exercise

Student Names: _____

Date: _____ Grade: _____

Criteria	Rating (0-10)
1. Clarity of Chapter Materials	_____
2. Organization of Presentation	_____
3. Coverage of Chapter Materials	_____
4. Quality of Visuals/Handouts & Other Multimedia Materials	_____
5. Rehearsed Performance (no reading of your presentation)	_____
6. Good Eye Contact & Interaction with class	_____
7. Ability to Project Voices (to back of room)	_____
8. Teamwork	_____
9. Enthusiastic Presentation /+Attitude	_____
9. Explanation of Creativity Technique	_____
10. Good Use of time (30 minutes – chapter material 5 minutes – explanation of creativity exercise 20-30 minutes – to complete the creativity exercise 10-20 minutes – to present teams' work)	_____
Total	_____