

| Course Name : Creativity Strategy | | | | | | | |
|--|--|------------------|----------------------|----------------------|-------------------|---------|------|
| Course Code | Course Type | Regular Semester | Lecture (hours/week) | Seminar (hours/week) | Lab. (hours/week) | Credits | ECTS |
| IMC 316 | B | Spring | 4.00 | 0.00 | 0.00 | 4.00 | 6.00 |
| Lecturer Anxhela Hoxha, PhD | | | | | | | |
| Assistant | | | | | | | |
| Course language Albanian | | | | | | | |
| Course level Bachelor | | | | | | | |
| Description This course will lead students through basics of planning, following and getting best results from a creative strategy. They will take appropriate knowledge on how to follow the creative process, how to be part of it, most efficient tools, keeping present the clients positioning and budgets to maximize campaigns results | | | | | | | |
| Objectives The course leads theoretically and practically students through knowledge of creative strategy. - students will get clear view on the steps to be taken to draw a creative strategy - To make students competent to seek proper inputs from the creative team - To know how to pitch ideas to the client - To enable students to fully evaluate an applied creative strategy | | | | | | | |
| Core Concepts 1. Creative strategy 2. Creative team and creative process 3. Clients 4. Budgets 5. Integrated marketing 6. Research 7. Selling ideas | | | | | | | |
| Course Outline | | | | | | | |
| Week | Topic | | | | | | |
| 1 | Introduction to the course: defining creative strategy | | | | | | |
| 2 | Creativity: Unexpected but relevant selling messages | | | | | | |
| 3 | Branding: Identity and image strategy | | | | | | |
| 4 | Diversity: Targeting an ever-changing marketplace | | | | | | |
| 5 | Fact finding: The basis for effective creative work | | | | | | |
| 6 | Fact finding: The basis for effective creative work | | | | | | |
| 7 | Strategy: A road map for the creative team | | | | | | |
| 8 | Midterm exam | | | | | | |
| 9 | Ideas: The currency of the 21st century | | | | | | |
| 10 | Words on paper: Connecting to consumers' hearts and minds | | | | | | |
| 11 | Layouts: Designing to communicate | | | | | | |
| 12 | Radio: Can you see what I'm saying? Television: The power of sight, sound, and motion | | | | | | |
| 13 | Direct marketing through internet: The ultimate direct; Integrated marketing communications: | | | | | | |
| 14 | Client pitches: How to sell your ideas | | | | | | |
| 15 | Discussion on results and achievements | | | | | | |
| 16 | Final Exam | | | | | | |

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| Prerequisites | The student must attend the course at a minimum rate of 75%. | | |
| Literature | <ul style="list-style-type: none"> 1. Drewniany Bonnie L., and A. Jerome Jewler. (2008) Creative Strategy in Advertising. 9th ed. Boston, MA: Wadsworth,. 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. | | |
| References | <ul style="list-style-type: none"> Duggan, W. R. (2013). Creative strategy: A guide for innovation. New York, NY: Columbia Business School. James C. Kaufman (2016) Creativity 101, Second Edition, Springer Publishing Company | | |
| Course Outcome | | | |
| 1 | Studentët do të mësojnë konceptet e të menduarit kreativ dhe inovacionit. | | |
| 2 | Nxënësit do të zhvillojnë aftësitë për analizimin e risive, kreativitetit dhe inovacionit. | | |
| 3 | Studentët do të jenë në gjendje të aplikojnë stilet dhe metodat e të menduarit kreativ me qëllime zgjidhje problemesh, promovim, etj. | | |
| Course Evaluation | | | |
| | In-term Studies | Quantity | Percentage |
| | Midterms | 1 | 40 |
| | Quizzes | 0 | 0 |
| | Projects | 0 | 0 |
| | Term Projects | 0 | 0 |
| | Laboratory | 0 | 0 |
| | Class Participation | 1 | 10 |
| | Total in-term evaluation percent | | 50 |
| | Final exam percent | | 50 |
| | Total | | 100 |
| ECTS Workload (Based on Student Workload) | | | |
| | Activities | Quantity | Duration (hours) |
| | Course duration (Including the exam week: 16x Total hours of the course) | 16 | 4 |
| | Study hours outside the classroom (Preparation, Practice, etc.) | 14 | 5 |
| | Duties | 0 | 0 |
| | Midterms | 1 | 10 |
| | Final Exam | 1 | 10 |
| | Other | 0 | 0 |
| | Total Work Load | | 154 |
| | Total Work Load / 25 (hours) | | 6.16 |
| | ECTS | | 6.00 |