

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 Ana Kekezi, PhD							
Assistant Suela Bendaj, Msc							
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 maximise campaigns results							
Objectives To equip the student with deep knowledge on the theoretical foundations of creativity strategy. Clarify students on the steps to be followed in drafting the strategy. To enable them to be able to demand the right results from the creative team. To know how to sell their ideas to the client. To be able to evaluate a creativity strategy when they see it implemented.							
Core Concepts 1. Creative strategy 2. Creative team and creative process 3. Clients 4. Budgets 5. Integrated marketing 6. Research 7. The law and creativity							
Course Outline							
Week	Topic						
1	Introduction to the course: defining creative strategy, the concept of creative strategy, the different positioning of creative strategy towards the creative team in the agency.						
2	Creativity: Unexpected but relevant selling messages: Humour in advertising, stars as testimonials and advertising characters, case studies 1. Drewniany Bonnie L., and A. Jerome Jewler. (2013) Creative Strategy in Advertising. 11th ed. Cengage Learning. Pg. 1-24						
3	Branding: Identity and image strategy: Identity leads to image, developing brand identity, translating identity across media and cultures, protecting brand identity, case studies 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning. Pg. 25-35 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 43-52						
4	Uncovering insights: the basis for effective creative work: Step 1: State Your Questions, industry, company, brand, customer analysis, competition; Step 2: Dig through Secondary Sources; Step 3: Conduct Primary Research - First-hand Experience, Observations, Surveys, Focus Groups, Interviews, Ethnography, Experiments, Online Research, Step 4: Interpret the Data, Future Steps in the Process, Common Mistakes in Research 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning. Pg. 40-63						
5	Inclusion: reaching out an ever-changing marketplace: General principles, how to reach ethnic minorities, the 50+ market, how to reach this target group, People with disabilities, the LGBT market, Basic principles applicable to all segments, case studies 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 64-79						
6	Strategy: a road map for the creative team: three things to consider when planing a strategy, the planner's approach, the strategy checklist, case studies 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning. Pg. 80-96						

7	Strategy: a road map for the creative team: campaigns, planning them, finding a single idea or main benefit, developing a consistent visual/verbal message, selecting a promotional mix, types of campaigns, concept components 1.Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 112-128
8	Midterm exam
9	Ideas: The currency of the 21st century: stages of creation, immersion, digestion, incubation, illumination, reality testing, creative brief, guidelines for brainstorming 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 97-117 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 53-56; 69-94
10	Words on paper: Connecting to consumers' hearts and minds: functions of the slogan, types of slogans, types of text, rules of effective text, case studies 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 118-147 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 95-110
11	Layouts: Designing to communicate: functions of design,Design Principles, Gestalt theory, research, ideas on paper, selecting type, answers to common questions about design, case studies. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 148-169
12	Radio: Can you see what I'm saying? Television: The power of sight, sound, and motion: un effective radio spot, types of radio commercials, tv commercials, questions for a tv commercials, script to pass the creativity test, making television and radio commercials, case studies. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 170-205 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 175-204
13	Direct marketing; social media; Integrated Marketing: Direct Marketing and Technology, Advantages of Using Direct Marketing, Integrated Marketing, Sales Promotion, Contests and Games, Coupons, Product Trials, Point of Sale Advertising, Public Relations, Promotional Products, Special Packaging, Sponsorships, Cause-Related Marketing, Guerilla marketing, product placement, classic advertising 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 206-270 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 3-17; 230-247
14	Law and creativity; make sure a big idea is a good idea: legal rules for advertising, rules of advertising (time, place, manner), violation of privacy, copyrights, trademarks Selling the idea to the client: Presentation, what to keep in mind during the presentation, steps, mistakes not to be made 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning., Pg. 274-297
15	Discussion on results and achievements
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th edition Cengage Learning., • 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	The student will be introduced to the basic milestones of creativity strategy
2	Will understand the processes of strategy creation
3	Will have the skills and competencies to control the strategy creation processes

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)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	0	0	0
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			151
Total Work Load / 25 (hours)			6.04
ECTS			6.00