

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. Creativity: Unexpected but relevant selling messages: Humour in advertising, stars as testimonials and advertising characters, case studies Drewniany Bonnie L., and A. Jerome Jewler. (2013) Creative Strategy in Advertising. 11th ed. Cengage Learning. Pg. 1-24						
2	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						
3	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						
4	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						
5	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 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 53-68						

6	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. 118-147
7	Midterm exam
8	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,. Fq. 118-147 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Fq. 95-110
9	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 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 79-94
10	Radio: Can you see what I'm saying? Why advertise on the radio? Theater of the Mind. Instructions for writing effective radio spots. Access to radio advertising. Direct vs previously produced. Radio Script Format. Checklist for Radio ads, case studies. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning,. Pg. 170-185 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 175-189
11	Television: The power and combination of sight, sound, and movement. Preparing to write television commercials. Formats for TV commercials. Camera shots, camera movements, and jumps. Editing for Continuity. Music and sound effects. TV commercial script - how to present it on paper? TV commercial storyboard - how to best explain it? Production of television advertising. Checklist for TV commercials. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning,. Pg. 186-205 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 190-214
12	Direct marketing, Internet & Social media: Convenience of home shopping. Direct marketing: An old idea improved through technology. How does direct marketing differ from mass media advertising? The advantages of direct marketing over other forms of advertising. Computer Databases: The Key to Better Perspective Targeting. Direct marketing involves the target audience. The Three Essentials for Successful Direct Marketing Designing the Direct Market Package, Direct Marketing as part of a total advertising campaign. Fundraising through direct marketing. Catalogs: store behavior at home and office. Direct Market Message Personalization. A message has arrived. Ethical aspects of direct marketing. Digital Marketing, Internet and Social media: Current Direct Marketing. Interactive Team. Internet Design: A four-stage process: Research and Planning, Conception, Development, Production. Forms of online advertising. Social media, portals, digital marketing, etc. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning,. Pg. 206-252 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 230-247
13	Integrated marketing communications: Building strong relationships between brand and consumer by exploring areas outside of traditional advertising, sales promotion, Public Relations, promotional products, special packaging, sponsorships, cause-related marketing, guerrilla marketing, product placement, and brand content. Here you will find that many solutions to customer problems include alternatives to traditional advertising. 1. Drewniany Bonnie L., and A. Jerome Jewler. (January 1, 2013) Creative Strategy in Advertising. 11th ed. Cengage Learning,. Pg. 253-273 2. Blakeman, R. (2018). Integrated marketing communication: Creative strategy from idea to implementation. Lanham: Rowman & Littlefield. Pg. 248-259
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 Repetition
15	Presentation of the semester project
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• 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	• 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	30
Quizzes		0	0
Projects		1	20
Term Projects		0	0
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			60
Final exam percent			40
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	1	2	2
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			153
Total Work Load / 25 (hours)			6.12
ECTS			6.00