

MKTG 101: Creativity and Innovation

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*Put **class, section & problem** in **subject line**. Please **address me properly** and be **courteous**. Sign with **your full name**. Your identity is often unclear from the email address*

Innovating for People, Luma Institute (Recommended but not required)

*Note: If you have **Kindle Unlimited** membership, this book is free to borrow.*

D2L

Textbook

**Creativity is a practice. You can be creative.
Marketing is creative. Business needs to be creative.**

Imagine you want to learn how to play the piano. You cannot play right now, but you know that you can hire a piano teacher and, following a structured process, learn to play. At first, it might feel uncomfortable, awkward or frustrating. You may feel like you will never master it. But with regular practice and the right mindset, your piano playing skills will improve. Creativity is also a skill and, with time and practice you can become proficient in this skill. Through instructor presentations, guest lectures, active dialogue, small group work, observing, diagramming, sketching, photography and video you will exercise your creative muscles. You should finish this class feeling more confident in your ability to develop innovative solutions to any problem you encounter – personal or business. Because at the end of the day, creativity is about problem solving and there is not a job in the world today that does not require problem solving.

In this syllabus you will find detailed explanations of the following. **Please read carefully!**

- Semester at a Glance
- Learning Objectives
- Assignments & Grading
- Course Policies

Semester at a Glance: Meet Mondays in Person

All assignments are **due 11:59pm Sunday the week before the next week's class**. For each assignment there are **five stages: (1) Understand, (2) Plan, (3) Act, (4) Collaborate and (5) Reflect**. More details follow. **Your first case study assignment is due 11:59pm of Sunday January 24th**.

Week	Module	Week Begins Monday:	In Class Topic Mondays 2pm, KH 320 (Understand)	Homework Assignment Due Sunday 11:59pm (Plan, Act, Collaborate, Reflect)
0	Module 1: Introduction to Creativity Innovation		MLK Day: No Class	Syllabus Quiz
1			Creativity Concepts	Introductory Survey
2			The Creative Person	Personality Quizzes
3			The Creative Process	Wallet Design
4	Module 2: Understanding and Framing Problems		Mental Health Project	Stakeholder Mapping
5			Knowing People: Empathy IV	Persona Profile
6			Knowing Processes: Field Visit	Photo Journal
7			Knowing People: Social Listening	Empathy Mapping
8	Module 3: Identifying Ideas and Solutions		(Re)Framing Problems	HMW Questions
9			Ideation: Creative Matrix	Creative Matrix
10			Ideation: Alternative Worlds	Alternative Worlds
11			Idea Selection	Feasibility Grid
12	Module 4: Testing and Improving Solutions		Prototyping: Concept Sketch	Concept Poster
13			Testing & Iterating	Revised Concept Poster
14				

Semester at a Glance: Meet Wednesdays in Person

All assignments are **due 11:59pm Tuesday the week before the next week's class**. For each assignment you there are **five stages: (1) Understand, (2) Plan, (3) Act, (4) Collaborate and (5) Reflect**. More details follow. **Your first case study assignment is due 11:59pm of Tuesday January 26th.**

Week	Module	Week Begins Monday:	In Class Topic Wednesdays 2pm, KH 320 (Understand)	Homework Assignment Due next Tuesday 11:59pm (Plan, Act, Collaborate, Reflect)
0	Module 1: Introduction to Creativity Innovation		Introduction & Overview	Syllabus Quiz
1			Creativity Concepts	Introductory Survey
2			The Creative Person	Personality Quizzes
3			The Creative Process	Wallet Design
4	Module 2: Understanding and Framing Problems		Mental Health Project	Stakeholder Mapping
5			Knowing People: Empathy IV	Persona Profile
6			Knowing Processes: Field Visit	Photo Journal
7			Knowing People: Social Listening	Empathy Mapping
8	Module 3: Identifying Ideas and Solutions		(Re)Framing Problems	HMW Questions
9			Ideation: Creative Matrix	Creative Matrix
10			Ideation: Alternative Worlds	Alternative Worlds
11			Idea Selection	Feasibility Grid
12	Module 4: Testing and Improving Solutions		Prototyping: Concept Sketch	Concept Poster
13			Testing & Iterating	Revised Concept Poster
14			Exam Opens 9am April 26	Exam Closes 5pm April 28

Learning Objectives and Outcomes

This course is broken into four modules. Modules 2-4 teach you the design thinking process as a way to creatively solve problems. This is used by Fortune 500 companies globally (e.g. Apple, Amazon, IBM, Mars, Nike, Target...) in their marketing departments as well as to solve process issues elsewhere in the organization.

Module 1:	Introduces you to basic concepts of creativity and innovation and different ways of thinking about these concepts.
Module 2:	Exposes you to techniques to understand and empathize with the people and environment surrounding the problem. You will also learn ways to report findings.
Module 3:	Teaches you idea generation techniques to help you create solutions to your problem, as well as ways to evaluate and improve those ideas.
Module 4:	Prepares you to produce low fidelity prototypes of your different types of solutions (apps, physical products and experiences) to share and improve.

The next few pages **detail the learning outcomes you should be able to do at the end of each week** within each module after listening to the lecture and completing the homework assignments. **Keep track of your progress** and make sure you understand the learning outcomes at the end of each week. If you are unsure you can answer all the learning outcomes at the end of the week then that is a signal that you need to ask for help!

At the end of all the modules you will be able to:










- Define different approaches to creativity and innovation
- Explain the value of creativity to individual, business and society
- Identify measures of individual creativity
- Define mindset critical to creative problem solving
- Identify, define and apply design thinking as a creative process
- Identify, describe and apply techniques to understand and frame problems
- Identify, describe and apply techniques to generate novel solutions to problems
- Identify, describe and build prototypes to test and improve novel solutions

Assignments and Grading

This class is about learning **the process** of creative problem solving. Emphasis on process. If you understand the creative problem-solving process you will be able to apply it to any future problems you face. Mastery of the process is more important than any single solution or idea you may generate. For this reason, I grade your understanding of the process. I want to see your work, in other words, not just the final output! **Keep detailed records of everything that you do and take photographs of your work.**

Weekly Assignments

There is an assignment due every week. For each assignment you will go through **five stages: (1) Understand, (2) Plan, (3) Act, (4) Collaborate and (5) Reflect.** Research shows that following these stages is the best path to mastery of this material. Allow the appropriate amount of time for each assignment (see table). Radford University uses the Carnegie unit to measure semester credit hours awarded to students for course work. A semester credit hour is measured by the number of hours of academic engagement and preparation. For a 3-credit class that means you are expected to engage in **3 hours instruction** and **6 hours of homework every week** or approximately **9 hours of work per week (including the weekly lecture).**

Stage	1. Understand	2. Plan	3. Act	4. Collaborate	5. Reflect
Action	Attend lecture and take notes	Read material and ask questions	Implement directions	Post and discuss output of action	Reflect on action
Format					
Type	Individual	Individual	Individual	Collaborative	Individual
Location	Kyle 320	 Content	 Assignments	 or Stormboard	 Discussions
Validation	Attendance register & class participation	Digital record of access & time spent	Upload process documentation	Digital record of collaboration	Post responses on discussion board
Time	75-min in person	105-min asynchronous	240-min action	90-min online	30-min online
	3-hours of instruction each week			6-hours of homework each week	

There are **100 points available each week** for completing the creative problem-solving process task elements for that week. The points are distributed across the five stages of the creative problem-solving process. **You will upload process documentation and be graded on the depth and breadth of stage completion of the stage.** Please note the allocation of points and you're your time accordingly for each assignment. The collaborative phase allows you to learn from and teach your peers which improves your own understanding of material. **Note that while there are not many points allocated to Understand and Plan phases, participation in these is critical to success in the later phases!** Skipping a stage will hurt your grade. The assignments take time and cannot be left to the last minute. To ensure you succeed on the assignments, dates are given for completion of each stage of the assignment. **To get the full points for the assignment you need to complete each stage by the deadline.** If you miss a deadline, you can still continue and complete the final project and get credit for the remaining stages, so long as they are completed by the deadline. You will not get credit for stages whose deadline you miss. **The last opportunity to submit the work is 11:59 the night before your next in person class.**

Stage	1. Understand	2. Plan	3. Act	4. Collaborate	5. Reflect
Action	Attend lecture and take notes	Read online material	Implement directions	Post and discuss results	Reflect on task
Validation	Attendance	Digital record of access	Upload process documentation	Digital record of collaboration	Discussion board content
Points (100 total)	5	5	50	30	10

Module Review

At the end of each of the four modules there will be a short review quiz online to ensure you comprehend the concepts covered. These are open note. My goal is to identify any areas I need to go over again. There are 100 points available to be earned for each module review quiz.

Exam

The final exam takes place in the last week of the semester and will be online. It will consist of questions about creativity processes, aptitudes, attitudes and behavior. It will be open note. There are 200 points to be earned in the final exam.

Final Grade

	Points	Quantity	Total
Weekly Task	100	14	1,400
Module Review	100	4	400
Final Exam	200	1	200
Possible Total Points			2,000

	Letter Grade
1,800+	A
1,600+	B
1,400+	C
1,200+	D

Academic Integrity

The Radford University Honor Pledge provides the foundation for a university community in which freedom, trust and respect can prevail. In accepting admission to Radford University, each student makes a commitment to support and uphold the Honor Pledge without compromise or exception. **Anyone violating the Honor Pledge will receive an F in the course, and will be turned in to the student conduct office.** For more information you are referred to <https://www.radford.edu/content/sga/home/HonorCode.html>

Radford University Honor Pledge

I shall uphold the values and ideals of Radford University by engaging in responsible behavior and striving always to be accountable for my actions while holding myself and others to the highest moral and ethical standards of academic integrity and good citizenship as defined in the Standards of Student Conduct. The following behaviors are prohibited: **lying stealing/possessing unauthorized material, cheating, fabrication and falsification, multiple submissions, abuse of academic materials, complicity in academic dishonesty and plagiarism.**

Inclusive Learning

In this class, ensuring that students from diverse backgrounds and learning abilities are able to contribute, learn, grow, and succeed is my highest priority. I commit to offering learning materials and activities that express, and are respectful of diversity, and in which all students can see themselves in our field. Your suggestions are encouraged and appreciated. Sexual, racial or any other type of harassment **will not be tolerated inside my classroom nor during assigned activities.** If you think you are encountering this problem, please inform me, or the Marketing Department Chair, Dr James Lollar, or the RU EEO/Affirmative Action Office. <http://www.radford.edu/persweb/ourstaff.htm>. **If you engage in harassing behavior, whether in person, via text, email or phone, you will receive an F for this class.**

Accessibility Services

If you are a student with special needs or circumstances, I invite you to contact me early in the course so appropriate supports and scheduling can be addressed. *Students seeking academic accommodations under the Americans with Disabilities Act must register with Radford University's Center for Accessibility Services (CAS).* The policies regarding students with disabilities may be found at <http://www.radford.edu/content/cas/home.html>. You may also contact the CAS office at: 540-831-6350; ASL users 540-922-1176; email cas@radford.edu; or visit the website www.radford.edu/cas.

Academic Support

RU students have access to a wide range of free academic support services, including subject tutoring and writing assistance. The Harvey Knowledge Center is a Radford University resource to explore class content, learn new skills, prepare for your exams, or receive individualized academic coaching. In the HKC you can:

- Work with an academic coach to discuss course content, study strategies, or college success skills
- Get your classmates together and form an online facilitated study group
- Reserve a single-use room for Zoom coaching or for working on your online class
- Access tips and guides for taking your learning to the next level

For more information, either call 540-831-7704, email at: hkc@radford.edu, or visit the website <https://www.radford.edu/content/harvey-knowledge-center/home.html> These services can be scheduled through the Starfish app inside the My RU portal.

Technology Support:

The Technology Assistance Center provides a number of options for students to find answers to common questions and request assistance.

- Find common answers or submit an online support request: www.radford.edu/itonestop
- Phone Support: (540) 831-7500; Monday - Thursday 8 a.m. – Midnight, Friday 8 a.m. - 5 p.m.
- Walk-in Support (Appointment Recommended); Walker Hall 1st floor lobby; Monday through Friday 8 a.m. – 4:45 p.m.