ACADEMY OF LABOUR, SOCIAL RELATIONS AND TOURISM

Faculty of Economics, Social Technologies and Tourism

Academy of Labour, Social Relations and Tourism

Department of Marketing

Academy of Labour, Social Relations and Tourism

Department of Marketing

"APPROVED"

Vice-Rector for Academic and Pedagogical Work

_____ I.S. Chornodid

_____ 2026

WORK PROGRAM OF THE ACADEMIC DISCIPLINE

Creative Marketing

(name of the academic discipline)

Field of Knowledge – D "Business, Administration and Law"

Specialty – D5 "Marketing"

Educational and Professional Program – Marketing

Level of Higher Education – second (master's)

Kyiv 2026

The Working Program of the academic discipline "Creative Marketing" for higher education students of the Master's degree, specialty D5 Marketing, educational and professional program "Marketing".

Developer: **Korchynska Olena Antonivna,** Doctor of Economic Sciences, Professor

The Working Program was approved at the meeting of the Department of Marketing.

Minutes No. 1 dated "24" August 2026

Head of the Department of Marketing _____ Pysarenko N.V.
(signature) (name and initials)

Approved by the Academic and Methodological Council of the Academy of Labour, Social Relations and Tourism.

Minutes No. 1 dated "27" August 2026

Chairperson _____ Chornodid I.S.
(signature) (name and initials)

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The work programme of the academic discipline was developed on the basis of the National Qualifications Framework of Ukraine, the «Regulations on the Organisation of the Educational Process at the Academy of Labour, Social Relations and Tourism» dated 7 April 2026, Minutes No. 7, the educational and professional programme for training higher education students of the second (Master's) level in the speciality «Marketing», and other relevant regulatory documents.

1. Description of the academic discipline, its aim, subject of study and learning outcomes

<table>
<tr><th rowspan="2">Name of indicators</th><th rowspan="2">Field of knowledge, educational level</th><th colspan="2">Characteristics of the academic discipline</th></tr>
<tr><td>Full-time study</td><td>Part-time study</td></tr>
<tr><td>Number of credits: 3/3</td><td>Field of knowledge: D Business, Administration and Law</td><td colspan="2">Compulsory</td></tr>
<tr><td rowspan="2">Modules – 2</td><td rowspan="5">Speciality: D5 Marketing</td><td colspan="2">Year of study:</td></tr>
<tr><td>1st</td><td>1st</td></tr>
<tr><td>Individual assignments – calculation and analytical work</td><td colspan="2">Semester</td></tr>
<tr><td>Total number of hours – 90/90</td><td>2nd</td><td>2nd</td></tr>
<tr><td></td><td colspan="2">Lectures</td></tr>
<tr><td rowspan="9">Weekly hours for full-time study: contact hours – 2, independent work of the student – 4.</td><td rowspan="9">Degree: second (Master's)</td><td>16 hrs.</td><td>10 hrs.</td></tr>
<tr><td colspan="2">Practical, seminar</td></tr>
<tr><td>14 hrs.</td><td>8 hrs.</td></tr>
<tr><td colspan="2">Laboratory</td></tr>
<tr><td>- hrs.</td><td>- hrs.</td></tr>
<tr><td colspan="2">Independent work</td></tr>
<tr><td>60 hrs.</td><td>72 hrs.</td></tr>
<tr><td colspan="2">Form of assessment: differentiated pass/fail credit</td></tr>
</table>

The ratio of contact hours to independent and individual work is:

for full-time study – 30/60

for part-time study – 18/72

The academic discipline «Creative Marketing» is aimed at forming, in students of the second (Master's) level of higher education, a systemic understanding of modern concepts of creative marketing, mechanisms for finding consumer insights, generating marketing ideas, developing creative strategies

and concepts, and evaluating the effectiveness of marketing communications. In the context of a dynamic professional environment, digital transformation and growing information overload, the ability to create non-standard, relevant and effective marketing solutions is an important prerequisite for the professional effectiveness of a marketing specialist. Mastering the discipline develops the ability to analyse audience needs, find insights, generate and present creative ideas, work in teams, and develop holistic marketing campaigns.

Place of the academic discipline in the educational and professional programme «Creative Marketing» » is an elective educational component of the cycle of academic disciplines forming special (professional) competencies under the «Marketing» educational and professional programme of the second (Master's) level of higher education, speciality D5 Marketing. The discipline is studied in the first semester of the first year of study. Volume – 3 ECTS credits, form of final assessment – differentiated pass/fail credit.

Subject of the academic discipline: theoretical and methodological foundations, patterns, principles and tools of creative marketing, the formation of marketing ideas, consumer insights, creative strategies and concepts, and the development of advertising, digital, content and integrated marketing communications.

Aim of the academic discipline: to form in students a system of modern theoretical knowledge, practical skills and abilities in applying a creative approach to marketing activities, developing consumer insights, marketing ideas, creative concepts, communication solutions and evaluating their effectiveness.

The main objectives of the academic discipline are:

- forming a systemic understanding of the essence, principles and modern concepts of creative marketing;
- mastering approaches to finding consumer insights, generating and selecting marketing ideas;
- developing skills in creative thinking, applying methods of idea generation and development;
- developing the ability to design creative strategies, concepts and marketing communication solutions;
- mastering methods for creating advertising, digital, social and content creative;
- developing skills in storytelling, visualisation, brand communication and integrated marketing campaigns;
- developing the ability to use digital technologies and artificial intelligence in creative marketing with due regard to ethical requirements;
- developing the ability to evaluate the effectiveness of creative solutions, their commercial, communication and social performance.

The study of the discipline ensures the formation and development of the following programme competencies defined by the «Marketing» educational and professional programme:

Integral competence (IC): the ability to solve complex problems and issues in the field of marketing in professional activity or in the course of study, which involves conducting research and/or implementing innovations and is characterised by uncertainty of conditions and requirements.

General competencies (GC):

GC1. Ability to make informed decisions.
GC2. Ability to generate new ideas (creativity).
GC4. Ability to adapt and act in a new situation.
GC5. Interpersonal interaction skills.
GC7. Ability to show initiative and entrepreneurship.

Special (professional) competencies (SC):

SC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.
SC3. Ability to conduct independent research and interpret its results in the field of marketing.
SC4. Ability to apply a creative approach to professional work.

SC10. Ability to develop and implement socially responsible marketing strategies and solutions oriented towards sustainable development, and to assess their economic, social and environmental consequences in order to create long-term value for business and society.

The discipline also ensures PLO1, PLO3, PLO 6, PLO9, PLO12, PLO15,, i.e. it is related to improving the effectiveness of activities at various levels of management, interpersonal communication, justification of management decisions, and management of the activities of units, groups and networks.

Interdisciplinary links of the academic discipline

Prerequisites. The discipline «Creative Marketing» is taught in the 1st semester of the Master's programme; therefore, its study presupposes the knowledge, skills and abilities acquired by students at the previous educational level – Bachelor's, in particular in the fields of marketing, management, marketing research, consumer behaviour, advertising and communications.

Within the educational and professional programme, the content of the discipline is interrelated with the first-semester educational components «Public Relations», «Brand Management» and «Advertising Management». This interrelation promotes the development of students' analytical, creative, communication and managerial competencies.

Postrequisites. The knowledge, skills and abilities acquired while studying «Creative Marketing» are used in the further mastering of the disciplines «Research Methodology», «Strategic Marketing», «Digital Marketing and E-Commerce», «Marketing Management», as well as during work placement and preparation of the qualifying Master's thesis.

The creative, analytical, communication and managerial competencies formed within the discipline ensure students' ability to develop non-standard marketing solutions, work with insights and creative concepts, interact effectively in teams, and evaluate the effectiveness of marketing campaigns.

2. Learning outcomes

The study of the academic discipline «Creative Marketing» ensures the achievement of the following programme learning outcomes (PLO) defined by the «Marketing» educational and professional programme:

PLO1. Know and be able to apply modern principles, theories, methods and practical techniques of marketing in practice.

PLO3. Plan and conduct own research in the field of marketing, analyse its results and justify the adoption of effective marketing decisions under conditions of uncertainty.

PLO6. Be able to improve the effectiveness of a market entity's marketing activities at various levels of management, develop marketing projects and manage them.

PLO9. Understand the essence and specifics of applying marketing tools in the process of making marketing decisions.

PLO12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programmes.

PLO15. Collect necessary data from various sources, process and analyse their results using modern methods and specialised software.

As a result of studying the academic discipline, the student must:

know:

- the essence, principles, functions and modern concepts of creative marketing;
- the main approaches to creative thinking, generation, development and selection of marketing ideas;
- methods for identifying consumer insights and forming value propositions;
- principles for developing a creative marketing strategy and campaign concept;

- the specifics of advertising, content, digital, social, experiential and guerilla marketing;
- principles of storytelling, brand communications and integrated marketing campaigns;
- opportunities for using digital technologies and artificial intelligence in creative marketing;
- methods for evaluating the effectiveness of creative marketing solutions and the main ethical and legal constraints.
- principles for forming an individual trajectory of professional development and lifelong learning;

be able to:

- analyse a marketing problem and identify opportunities for a creative solution;
- identify consumer insights and formulate creative marketing ideas;
- apply methods for generating, selecting and developing creative ideas;
- develop a creative strategy, concept and key message for a marketing campaign;
- create and present advertising, content, digital and brand-communication solutions;
- work in a creative team, allocate roles and defend proposed solutions with sound argumentation;
- use digital tools and artificial intelligence technologies to search for, generate and test marketing ideas;
- evaluate creative solutions against criteria of strategic fit, originality, relevance and expected effectiveness;
- identify ethical and legal risks in creative marketing communications;
- develop and present holistic creative marketing projects.

3. Content of the academic discipline

Module 1. Theoretical and strategic foundations of creative marketing

Topic 1. Essence, evolution and modern concepts of creative marketing. The concept of creative marketing and its place in the system of marketing management. The relationship between marketing strategy, creative strategy and communications. Evolution of creative approaches in marketing. Creativity, innovativeness, differentiation and value creation for the consumer. The role of creative marketing in conditions of digitalisation, high competition and information overload.

Topic 2. Creative thinking and technologies for generating marketing ideas. The concept of creative thinking. Divergent and convergent thinking. Barriers to creativity. Methods of idea generation: brainstorming, mind mapping, SCAMPER, six thinking hats, analogies and other techniques. Criteria for selecting ideas: originality, relevance, feasibility, value and potential impact. Organisation of individual and team creative work**.**

Topic 3. Consumer insight and the formation of a creative idea. The concept and types of consumer insights. Sources of insights: marketing research, behavioural data, social media, reviews and observations. The transition from problem and need to insight. Formulating the creative task. Value proposition, consumer tension and key message. Building the «insight – idea – message – action» logic.

Topic 4. Creative marketing strategy and concept. The structure of a creative strategy. Target audience, positioning, communication goal and brand tone of voice. Creative brief as a tool for managing the creative process. Big Idea and the brand's creative platform. Developing the campaign concept, key message and visual communication system. Testing and refining the creative concept.

Topic 5. Brand storytelling, content and creative marketing communications. Storytelling in building an emotional connection with the audience. Archetypes, narratives, characters and plot structures. Creative content for different channels. Visual identity and verbal style of the brand. User-generated content, influencer marketing and community marketing. Principles for adapting a creative idea to different formats and touchpoints.

Module 2. Applied tools and evaluation of creative marketing

Topic 6. Advertising creative and integrated marketing campaigns. The role of creative advertising in shaping consumer attention, interest, emotional response and action. Creative in video, digital, social media, outdoor and other formats. Integrated marketing communications. Developing a creative campaign from brief to implementation. Examples of effective creative campaigns and analysis of the reasons for their success.

Topic 7. Digital creative, social media and artificial intelligence in marketing. Specifics of creative in the digital environment. Short-form video, social-first creative, interactive content and personalisation. Algorithmic recommendations and content adaptation. Using generative artificial intelligence to search for ideas and create texts, images, videos and prototypes. Prompting, human-in-the-loop, quality and authorship verification. Ethical risks, bias, transparency and responsible use of AI.

Topic 8. Experiential, guerilla and social creative in marketing. Consumer experience as a source of marketing value. Event marketing, experiential marketing, ambient and guerilla marketing. Mechanisms for creating a wow effect and virality. Creative in social marketing and cause-related marketing. Limits of acceptable creative: provocation, humour, emotionality, cultural sensitivity and social responsibility.

Topic 9. Creative team, management of the creative process and campaign implementation. Organisation of the creative team's work. Roles of the copywriter, art director, strategist, designer, marketer and other participants. Creative workflow: brief, research, ideation, concepting, prototyping, testing, production. Presentation and defence of creative solutions. Working with feedback. Managing the resources, deadlines and risks of a creative project.

Topic 10. Evaluating effectiveness, ethics and the future of creative marketing. Criteria for evaluating creativity and marketing performance. Brand lift, engagement, conversion, reach, earned media and other metrics. A/B testing and experimental approaches. Ethical and legal aspects of using images, music, content, data and AI. Copyright, advertising restrictions and brand responsibility. Trends in creative marketing and prospects for development.

4. Thematic plan of the academic discipline

Names of content modules and topics	Number of hours									
	Full-time					Part-time				
	total	including				total	including			
		lect.	sem.	lab	ind. w.		lect.	sem.	lab	ind. w.
Module 1. Conceptual foundations of creative marketing										
Topic 1. Essence, evolution and modern concepts of creative marketing	10	2	2		6	10	2	1		7
Topic 2. Creative thinking and technologies for generating marketing ideas	10	2	2		6	9	1	1		7
Topic 3. Consumer insight and the formation of a creative idea	10	2	2		6	9	1	1		7
Topic 4. Creative marketing strategy and concept	9	2	1		6	9	1	1		7
Topic 5. Brand storytelling, content and creative marketing communications	9	2	1		6	9	1	1		7
Total for content module 1	**48**	**10**	**8**		**30**	**46**	**6**	**5**		**35**
Module 2. Applied tools and evaluation of creative marketing										

Topic 6. Advertising creative and integrated marketing campaigns	9	2	1		6	9	1	1		7
Topic 7. Digital creative, social media and artificial intelligence in marketing	9	2	1		6	9	1			8
Topic 8. Experiential, guerilla and social creative in marketing	9	2	1		6	9	1	1		7
Topic 9. Creative team, management of the creative process and campaign implementation	8	1	1		6	9	1	1		7
Topic 10. Evaluating effectiveness, ethics and the future of creative marketing	7	1	2		4	8				8
Total for content module 2	**42**	**6**	**6**		**30**	**44**	**4**	**3**		**37**
Total hours	**90**	**16**	**14**		**60**	**90**	**10**	**8**		**72**

5. Seminar topics

No.	Topic title	Number of hours	
		full-time	part-time
1	*Topic 1. Essence, evolution and modern concepts of creative marketing*	2	1
2	*Topic 2. Creative thinking and technologies for generating marketing ideas*	2	1
3	*Topic 3. Consumer insight and the formation of a creative idea*	2	1
4	*Topic 4. Creative marketing strategy and concept*	1	1
5	*Topic 5. Brand storytelling, content and creative marketing communications*	1	1
6	*Topic 6. Advertising creative and integrated marketing campaigns*	1	1
7	*Topic 7. Digital creative, social media and artificial intelligence in marketing*	1	–
8	*Topic 8. Experiential, guerilla and social creative in marketing*	1	1
9	*Topic 9. Creative team, management of the creative process and campaign implementation*	1	1
10	*Topic 10. Evaluating effectiveness, ethics and the future of creative marketing*	2	–
	Total	***14***	*8*

6. Independent work

Independent work of the student (IWS) is a form of organising the educational process in which planned learning tasks are performed by the student independently under the methodological guidance of the instructor.

The purpose of IWS is to master the curriculum in full and to consistently develop students' ability to independently analyse marketing problems, generate ideas and develop creative solutions.

The main forms of IWS are as follows:

- studying theoretical material;
- analysing scientific, educational and professional sources on creative marketing issues;
- researching modern concepts, tools and practices of creative marketing;
- analysing consumer insights, advertising messages, brand communications and creative campaigns;
- performing practical, analytical and creative tasks on generating and developing marketing ideas;
- analysing case studies of successful and unsuccessful creative marketing campaigns;

- developing a creative brief, Big Idea, key message and marketing campaign concept;
- researching modern practices in digital creative, social media and the use of artificial intelligence;
- preparing and completing an individual creative marketing project;
- preparing for current, module and final assessment.
- preparing and completing the individual assignment;
- preparing for current, module and final assessment.

Distribution of independent work hours by topic of the academic discipline

No.	Topic title	Number of hours	
		full-time	part-time
1	*Topic 1. Essence, evolution and modern concepts of creative marketing*	6	7
2	*Topic 2. Creative thinking and technologies for generating marketing ideas*	6	7
3	*Topic 3. Consumer insight and the formation of a creative idea*	6	7
4	*Topic 4. Creative marketing strategy and concept*	6	7
5	*Topic 5. Brand storytelling, content and creative marketing communications*	6	7
6	*Topic 6. Advertising creative and integrated marketing campaigns*	6	7
7	*Topic 7. Digital creative, social media and artificial intelligence in marketing*	6	8
8	*Topic 8. Experiential, guerilla and social creative in marketing*	6	7
9	*Topic 9. Creative team, management of the creative process and campaign implementation*	6	7
10	*Topic 10. Evaluating effectiveness, ethics and the future of creative marketing*	6	8
	Total	60	72

7. Individual assignments

The individual work of the student is a component of independent work and is performed within the hours provided for in the curriculum. The individual assignment is aimed at developing and substantiating a creative marketing solution for a specific brand, product, service or social initiative.

Preparation of the creative marketing project involves analysing the marketing problem, target audience and competitive environment, identifying the consumer insight, forming the creative idea, developing the concept, and substantiating the channels for its implementation.

During the defence, the student presents the creative concept, demonstrates examples of its implementation, and argues the compliance of the proposed solution with the marketing goals, audience and brand positioning.

Recommended structure of the creative marketing project: description of the marketing problem and its relevance; target audience analysis; consumer insight; marketing and communication goal; creative brief; Big Idea; creative concept; key message; examples of creative materials; channels and touchpoints; implementation plan; KPIs and evaluation criteria; ethical and legal aspects; conclusions.

Within the academic discipline «Creative Marketing», the individual assignment involves preparing and defending a creative marketing project.

Individual assignments are completed by students according to their assigned options:

1. Creative marketing concept for a new product or service.
2. Developing a Big Idea for a brand based on a consumer insight.
3. Creative advertising campaign for a brand: strategy, concept and key messages.
4. Developing a social-first campaign for social media.

5. Brand storytelling as a tool for building consumers' emotional attachment.
6. Creative content plan and system of content formats for a brand.
7. Using artificial intelligence in developing a creative marketing campaign.
8. Experiential or event marketing: developing a concept for the consumer experience.
9. Guerilla marketing: a creative campaign with a limited budget.
10. Creative campaign for social marketing or cause-related marketing.
11. Developing an integrated 360° creative marketing campaign.
12. Creative rebranding strategy and communication renewal of a brand.
13. Creative campaign for launching a brand in a new market.
14. Developing a creative concept for a specialist's personal brand.
15. Analysis of a successful international creative campaign and development of an adapted version for the Ukrainian market.
16. Creative solutions for increasing consumer engagement.
17. Creative marketing in B2B: campaign concept for a professional audience.
18. Creative brand communication in conditions of a reputational crisis.
19. Ethical boundaries of creative advertising: developing and evaluating a communication concept.
20. Developing a KPI system and testing the effectiveness of a creative marketing campaign.
21. Creative campaign using user-generated content and influencer marketing.
22. Developing a creative concept for sustainable or eco-marketing.
23. Trends in creative marketing and their use in a brand's marketing strategy.
24. Own creative marketing project with full substantiation of the concept and implementation methods.
25. Creative marketing under Industry 5.0 and sustainable development: transformation of marketing competencies and communication practices.

8. Teaching methods

In teaching the academic discipline «Creative Marketing», teaching methods are applied that combine theoretical mastery of the material with the practical development of creative marketing solutions.

- verbal methods – problem-based lectures, explanations, consultations, discussion of theoretical and applied aspects of creative marketing;
- visual methods – presentations, visualisation of creative concepts, demonstration of advertising and digital case studies, examples of brand communications and marketing campaigns;
- practical methods – performing analytical, situational and creative tasks, exercises on generating and developing marketing ideas, preparing creative briefs and prototypes of creative solutions;
- case method – analysis of real and simulated marketing situations, creative campaigns, brand communications and the reasons for their effectiveness;
- discussion methods – discussion seminars, discussion of problematic issues, argumentation and defence of creative solutions, analysis of alternative concepts;
- team and project work methods – performing group creative tasks, allocating roles within the creative team, jointly developing and presenting marketing concepts;
- situational modelling and role-play methods – simulating the work of a creative agency, briefings, presentations and defence of marketing solutions;
- reflective-analytical work methods – self-assessment of creative solutions, analysis of the strengths and weaknesses of ideas, reflection on the results of the creative process;
- digital learning methods – using digital educational platforms, interactive online tools, visualisation and prototyping services, and working with generative artificial intelligence;
- independent research and educational work methods – studying scientific and professional sources, analysing modern creative practices, and preparing own marketing solutions;

Active and interactive technologies are applied in the learning process: problem-based lectures, case analysis, creative sessions, brainstorming, design thinking, role-play exercises, team projects, presentations, peer review, and work with digital tools.

9. Forms of assessment and evaluation criteria of learning outcomes

Current monitoring of students' mastery of the learning material in the discipline «Creative Marketing» is carried out by assessing work at seminar classes, performance of practical, analytical and creative tasks, participation in discussions, and presentation of creative solutions.

Module assessment is a component of current assessment and is aimed at verifying the level to which students have mastered the theoretical foundations and applied tools of creative marketing.

Individual work is assessed based on the results of preparing and defending the creative marketing project on a topical issue in marketing communications.

Final assessment is carried out in the form of a differentiated pass/fail credit.

9.1 Assessment tools and methods for demonstrating learning outcomes

- The assessment tools and methods for demonstrating learning outcomes in the academic discipline «Creative Marketing» are:
- oral and written questioning;
- tests and control assignments;
- practical, analytical and situational tasks;
- analysis and presentation of case studies on creative marketing and marketing communications issues;
- simulation of briefings, presentations, creative sessions and marketing campaign development situations;
- individual and team assignments;
- participation in discussions, role-play and team forms of work;
- presentation and defence of completed assignment results;
- preparation and defence of the individual assignment in the form of a creative marketing project;
- module assessment in the form of tests and control assignments (MA1, MA2);
- differentiated pass/fail credit.

9.2 Distribution of points received by students

Current assessment, testing and independent individual work												Individual assignments	Total
Content module 1					MA 1	Content module 2					MA 2		
T1	T2	T3	T4	T5		T6	T7	T8	T9	T 10			
5	5	5	5	5	10	5	5	5	5	5	10	30	100

The final assessment of higher education students' learning outcomes is based on the results of current work on topics T1–T10 – 50 points; module assessment – 20 points (MA1 – 10 points, MA2 – 10 points); performance and defence of the individual assignment in the form of a creative marketing project – 30 points. The final grade is determined on a cumulative basis according to the results of work during the semester..

9.3 Criteria for assessing current work at seminar classes

Points	Assessment criteria
5	The student demonstrates complete, systemic and in-depth knowledge of the learning material, freely operates with the conceptual and categorical apparatus of creative marketing, and applies theoretical propositions with sound argumentation when analysing practical and managerial situations. Independently and correctly performs practical, analytical and situational tasks,

	actively and constructively participates in discussions and team work, formulates well-founded conclusions and proposes appropriate solutions.
4	The student demonstrates sufficiently complete and systemic knowledge of the learning material, correctly reveals the main points of the topic, and applies relevant approaches and tools of leadership, self-management, communication and team interaction. Performs practical and analytical tasks mostly correctly, allowing individual minor inaccuracies that do not affect the overall soundness of conclusions and decisions.
3	The student demonstrates a sufficient level of mastery of the core learning material, understands the key concepts and points of the topic, but makes individual errors in their practical application. Performs practical, analytical and situational tasks mostly correctly, but has difficulty with in-depth analysis, arguing their own position, and substantiating individual conclusions.
2	The student demonstrates partial and insufficiently systemic mastery of the learning material, possesses individual concepts and points of the topic, but has significant difficulty applying them in practice. Tasks are performed partially or with substantial errors; conclusions and proposed solutions are insufficiently substantiated.
1	The student demonstrates fragmentary knowledge of the learning material, reproduces only individual concepts and points of the topic, and does not demonstrate an adequate understanding of their interrelations and practical application. Performs only individual elements of tasks, makes a significant number of substantial errors, and cannot adequately argue their own position.
0	The student has not demonstrated mastery of the learning material and/or has not performed the practical, analytical or situational tasks provided for by the relevant topic.

Module assessment is carried out after completion of the relevant content module in the form of test and/or control assignments. The maximum number of points for each module assessment is 10 points, 20 points in total for the two module assessments.

9.4 Criteria for assessing module control

Points	Assessment criteria
9–10	The student demonstrates complete, systemic and conscious mastery of the content module material, correctly performs test and/or control assignments, freely operates with the conceptual and categorical apparatus of creative marketing, applies theoretical propositions with sound argumentation when analysing practical and managerial situations, and formulates well-founded conclusions and decisions.
7–8	The student demonstrates a sufficiently complete mastery of the content module material, correctly performs most test and/or control assignments, understands the main concepts and approaches in the field of creative marketing, and is able to apply them in practical situations, allowing individual minor errors or inaccuracies.
5–6	The student has mastered the main points of the content module, but the knowledge is insufficiently systemic in nature; when performing test and/or control assignments, makes individual substantial errors, and has difficulty applying theoretical propositions to practical situations and substantiating conclusions.
3–4	The student demonstrates fragmentary mastery of the content module material; test and/or control assignments are performed partially, substantial errors are made, practical application of knowledge is limited, and conclusions and proposed solutions are insufficiently substantiated.
1–2	The student demonstrates an initial level of mastery of the content module material; possesses only individual concepts and points, has completed individual elements of test and/or control assignments, makes a significant number of substantial errors, and does not demonstrate an adequate ability to apply the knowledge gained.

0	The student has not completed the module assessment assignments, or the results of the assignments do not demonstrate mastery of the learning material of the relevant content module.

9.5 Criteria for final assessment (differentiated pass/fail credit)

The differentiated pass/fail credit is the form of final assessment of learning outcomes in the discipline «Creative Marketing». The final grade is determined on a cumulative basis as the sum of points received by the student for current work at seminar classes, module assessment, performance and defence of the individual assignment, and other types of learning activity provided for by the work programme.

The maximum number of points for the discipline is 100 points, of which: current work on topics – up to 50 points; module assessment – up to 20 points; performance and defence of the individual assignment – up to 30 points.

Points	Assessment criteria
90–100	The student demonstrates a high level of achievement of programme learning outcomes, systemic and in-depth knowledge of modern concepts of creative marketing, applies them freely when analysing practical and managerial situations, makes well-argued decisions, demonstrates developed skills in communication, team interaction, self-management and critical thinking, and independently formulates well-founded conclusions and recommendations.
80–89	The student demonstrates a sufficiently high level of achievement of learning outcomes, systemic knowledge of the learning material, and the ability to correctly apply the main concepts, approaches and tools of creative marketing; makes individual minor inaccuracies that do not affect the overall soundness of conclusions and decisions.
70–79	The student demonstrates a sufficient level of mastery of the learning material, understands the main concepts and approaches, is able to apply them in typical practical situations, but makes individual errors and does not fully argue their own position or proposed solutions.
60–69	The student possesses the main points of the discipline and demonstrates the ability to apply them in practice, but the knowledge is insufficiently systematised, the analysis of individual situations has limited depth, and conclusions and decisions are not always sufficiently substantiated.
50–59	The student demonstrates a minimally sufficient level of achievement of learning outcomes, possesses basic concepts and points of the discipline, performs the main learning tasks, but makes substantial errors, and has difficulty independently applying knowledge, arguing a position, and substantiating managerial decisions.
35–49	The student demonstrates an insufficient level of achievement of learning outcomes, fragmentary knowledge of the learning material, makes substantial errors, and does not demonstrate a sufficient ability to apply the knowledge and skills acquired in practical situations. The result is assessed as unsatisfactory with the possibility of a resit.
0–34	The student has not achieved the main learning outcomes, does not possess the basic points of the discipline, has not completed a significant part of the tasks provided for by the programme, and/or does not demonstrate an ability to apply the knowledge and skills acquired. The result is assessed as unsatisfactory with mandatory repeat study of the discipline.

9.6 Criteria for assessing individual work

Individual work in the academic discipline «Creative Marketing» is performed in the form of preparing and defending a creative marketing project and is assessed from 0 to 30 points.

Number of points	Assessment criteria
25–30 points	The creative marketing project has been completed in full in accordance with the established requirements. The issue in the field of creative marketing is disclosed in

	depth, systematically and consistently; current and relevant scientific and professional sources and appropriate analysis methods have been used. The student demonstrates the ability to critically analyse leadership practices, managerial situations and/or individual development trajectories. The conclusions are well-argued, and the proposed recommendations are substantiated and practically significant. The work has a logical structure, and the principles of academic integrity have been observed. During the defence, the student confidently presents the results, argues their own position, and provides substantive answers to questions.
19–24 points	The creative marketing project has been completed in full; the main points of the chosen topic are disclosed in sufficient depth. Relevant sources and appropriate analysis methods have been used, and understanding of modern concepts and practices of creative marketing has been demonstrated. Conclusions and practical recommendations have been formulated, but individual points have insufficient depth of substantiation or contain minor shortcomings. During the defence, the student demonstrates a proper understanding of the issue and argues the main results, but makes individual inaccuracies in the answers.
13–18 points	The creative marketing project has been completed mostly in accordance with the established requirements, but the research into the problem has insufficient depth. The theoretical material has been mastered at a sufficient level, but its application to the analysis of specific leadership, managerial or professional situations is partial. The source base and analysis methods have been used to a limited extent. Conclusions have been formulated, but their argumentation and practical recommendations need further development. During the defence, the student demonstrates a general understanding of the issue but has difficulty arguing individual points.
7–12 points	The creative marketing project has been completed partially. The presentation of the material is mostly descriptive, the analysis of creative marketing problems is superficial, and the source base is limited. Theoretical points are insufficiently linked to practical situations. Conclusions are insufficiently substantiated, and recommendations are general in nature or do not fully follow from the analysis conducted. During the defence, the student demonstrates a fragmentary understanding of the issue and has significant difficulty arguing their own position.
1–6 points	The creative marketing project has been completed at an initial level and with significant shortcomings. The content only partially corresponds to the chosen topic, there is no systemic analysis of the problem, and an insufficient number of relevant sources have been used. The conclusions are formal or unsubstantiated in nature, and practical recommendations are absent or unrelated to the results of the analysis. During the defence, the student does not demonstrate a sufficient understanding of the issue being studied and cannot adequately argue the results obtained.
0 points	The creative marketing project has not been submitted, or its content does not correspond to the defined topic and the established requirements; there is no proper analysis, well-founded conclusions or recommendations, or a violation of the principles of academic integrity has been established.

Conversion of the 100-point assessment scale into the national scale and the ECTS scale is carried out in the following order :

Assessment scale: national and ECTS

Total score for all types of learning activity	GRADE ECTS	GRADE ON THE NATIONAL SCALE	
		for exam, term paper, practice	for pass/fail credit

90-100	A	Excellent	passed
80-89	B	Good	
70-79	C	Good	
60-69	D	Satisfactory	
50-59	E	Satisfactory	
35-49	Fx	unsatisfactory with the possibility of a resit	Not passed with the possibility of a resit
0-34	F	Unsatisfactory with mandatory repeat study of the discipline	Not passed with mandatory repeat study of the discipline

9.7 Rules of module-rating assessment of knowledge

1. Current assessment. The points received by the student during the semester are distributed among the following types of learning activity:

– work at seminar classes and performance of practical and analytical tasks provided for by the programme – up to 50 points;

– performance and defence of the individual assignment in the form of a creative marketing project, which is a component of the student's independent work, – up to 30 points.

Attendance at lectures and seminar classes is not assessed in points. Missed classes are to be made up individually during consultations.

2. Module assessment. Module assessment is carried out after the completion of each content module and is aimed at determining the level to which students have mastered the relevant learning material. Module assessment is carried out in the form of test and/or control assignments. The maximum number of points for module assessment is 20 points: MA1 – up to 10 points, MA2 – up to 10 points.

The maximum number of points a student can receive based on the results of current assessment, module assessment and performance of the individual assignment is 100 points.

A student who has completed the types of learning activity and the individual assignment provided for by the work programme receives a differentiated pass/fail credit.

10. Self-assessment questions

Topic 1. Essence, evolution and modern concepts of creative marketing

1. What is the essence of creative marketing and how does it differ from the traditional marketing approach?
2. What place does creativity occupy in the system of marketing management?
3. How have creative approaches in marketing evolved?
4. What is the relationship between marketing and creative strategies?
5. How does creative marketing contribute to brand differentiation?
6. What external environmental factors stimulate the development of creative marketing?
7. What is the role of innovation in creative marketing?
8. What criteria can be used to evaluate marketing creativity?
9. How is digitalisation changing creative marketing practices?

Topic 2. Creative thinking and technologies for generating marketing ideas

10. What is creative thinking and what are its main characteristics?
11. How do divergent and convergent thinking differ?
12. What are the main barriers to creativity that arise in marketing activity?

13. What is the essence of brainstorming and how can its effectiveness be ensured?
14. How is the SCAMPER method applied in generating marketing ideas?
15. What is the essence of the six thinking hats method?
16. What criteria are used for selecting creative ideas?
17. How can a team creative session be organised?
18. What role does prototyping play in developing a marketing idea?

Topic 3. Consumer insight and the formation of a creative idea

19. What is a consumer insight and how does it differ from a fact about the consumer?
20. What sources can be used to find consumer insights?
21. How does marketing research help form a creative idea?
22. What is consumer tension and what role does it play in creative work?
23. How can a strong creative brief be formulated?
24. How are insight, idea, message and the consumer's desired action related?
25. What mistakes most often occur when forming an insight?
26. How can the relevance of a creative idea for the target audience be verified?
27. What role do behavioural and digital data play in finding insights?

Topic 4. Creative marketing strategy and concept

28. What does a creative marketing strategy include?
29. What elements should a creative brief contain?
30. What is a Big Idea and what characteristics should it have?
31. How are brand positioning and creative concept related?
32. How are a brand's tone of voice and key message determined?
33. What approaches are used for testing a creative concept?
34. How can one creative idea be adapted to different channels?
35. What factors determine the feasibility of a creative concept?
36. How can the compliance of creative work with marketing goals be assessed?

Topic 5. Brand storytelling, content and creative marketing communications

37. What is the essence of brand storytelling?
38. What elements form an effective brand story?
39. How do emotions affect the perception of a marketing message?
40. What is content marketing and what are its creative formats?
41. How can content be adapted to different platforms and audiences?
42. What role does user-generated content play in creative marketing?
43. How can influencer marketing strengthen a brand's creative concept?
44. What is community marketing and how is it related to creative work?
45. How can the consistency of brand communication be ensured across different touchpoints?

Topic 6. Advertising creative and integrated marketing campaigns

46. What determines the creativity of an advertising campaign?
47. What functions does advertising creative perform?
48. What are the specifics of creative in video, digital, social media and outdoor formats?
49. What is integrated marketing communication?
50. How is a creative campaign developed from brief to implementation?
51. What factors ensure consistency of creative across different channels?
52. How can successful advertising campaigns be analysed?
53. What role do humour, emotion and provocation play in advertising?
54. How can a limited budget stimulate creativity?

Topic 7. Digital creative, social media and artificial intelligence in marketing

55. What are the specifics of creative in the digital environment?
56. What is social-first creative?
57. What short-video formats are important for modern digital communications?
58. How does personalisation affect the creative of marketing messages?
59. What opportunities does generative artificial intelligence offer to a marketer?

60. How can prompting be used in the creative process?
61. What risks are associated with using AI-generated content?
62. How can human oversight and quality control of AI solutions be ensured?
63. What ethical issues arise when using AI in marketing communications?

Topic 8. Experiential, guerilla and social creative in marketing

64. What is the essence of experiential marketing?
65. What role does consumer experience play in creating brand value?
66. What is guerilla marketing and when is it appropriate to apply it?
67. How can a wow effect be created in a marketing campaign?
68. What mechanisms contribute to the virality of creative content?
69. What are social marketing and cause-related marketing?
70. What ethical risks does provocative creative carry?
71. How should cultural sensitivity be taken into account in a creative campaign?
72. How can the effectiveness of an experiential or guerilla campaign be evaluated?

Topic 9. Creative team, management of the creative process and campaign implementation

73. What roles do members of a creative marketing team perform?
74. How can the work of a creative team be organised?
75. What stages does the creative workflow include?
76. What is the role of the creative director and strategist?
77. How can an effective briefing of the creative team be organised?
78. How can a creative solution be presented and defended before a client?
79. How can one work with feedback without losing the essence of the idea?
80. How can the timelines, resources and risks of a creative project be managed?
81. What factors determine the effectiveness of team creative work?

Topic 10. Evaluating effectiveness, ethics and the future of creative marketing

82. What criteria are used to evaluate the creativity of a marketing idea?
83. What KPIs can be applied to evaluate a creative campaign?
84. What is brand lift and what information does it provide?
85. How is A/B testing applied in creative marketing?
86. What ethical principles should be considered in creative advertising?
87. What legal aspects should be considered when using others' content?
88. What risks arise when using AI and personal data?
89. How can commercial effectiveness and social responsibility of creative work be combined?
90. What trends may shape the development of creative marketing in the coming years?

11. Learning resources

To study the academic discipline «Creative Marketing», electronic educational, scientific, information-analytical and professional resources are used that provide access to up-to-date information in the field of marketing creativity, advertising, branding, digital communications, consumer behaviour and marketing technologies.

The main learning resources include: the Academy's Moodle electronic learning environment; scientific and bibliographic databases; electronic libraries and repositories; professional marketing and advertising resources; digital educational platforms; services for generating, visualising and prototyping creative ideas; artificial intelligence tools; resources for analysing marketing campaigns and consumer trends.

12. Methodological support

The methodological support of the academic discipline «Creative Marketing» includes:

- the work programme of the academic discipline;
- methodological recommendations for seminar classes and students' independent work;
- methodological recommendations for preparing and defending the individual assignment (creative marketing project);

- teaching and presentation materials for the discipline's topics;
- practical, situational and creative tasks, case studies on creative marketing issues;
- tasks and exercises for developing creative thinking, idea generation, storytelling, and developing advertising and digital concepts;
- materials for analysing and modelling creative briefs, marketing campaigns, presentations and defence of creative solutions;
- test tasks for current knowledge assessment;
- tasks and methodological materials for conducting module assessment;
- current scientific, teaching-methodological, analytical and information materials on issues of creative marketing, advertising, branding and digital communications;
- digital educational resources and tools for generating, visualising, prototyping and evaluating creative marketing solutions.

13. Recommended reading

Core reading

1. 1. Kotler P., Kartajaya H., Setiawan I. Marketing 6.0: The Future Is Immersive. Hoboken, NJ : Wiley, 2024.https://dspace.lvduvs.edu.ua/handle/1234567890/8174
2. 2. Kotler P., Keller K. L., Chernev A. Marketing Management. 16th ed. Pearson, 2022.https://dspace.lvduvs.edu.ua/handle/1234567890/3873
3. 3. Barry P. The Advertising Concept Book: Think Now, Design Later. 4th ed. Thames & Hudson, 2020.http://repository.hneu.edu.ua/handle/123456789/21464
4. 4. Berger J. Contagious: Why Things Catch On. New York : Simon & Schuster, 2013.https://pdf.lib.vntu.edu.ua/books/IRVC/2021/Ratushnyak_2021_170.pdf
5. 5. Cialdini R. Influence: The Psychology of Persuasion. Revised ed. New York : Harper Business, 2021.https://nashformat.ua/pdf-preview/emotsijnyj-intelekt-lidera-709237
6. 6. Ries E. The Lean Startup. New York : Crown Business, 2011.https://lib.oa.edu.ua/files/funds/vudavnutstvo/Avhustiuk.pdf
7. 7. Brown T. Change by Design: How Design Thinking Creates New Alternatives for Business and Society. Revised ed. New York : Harper Business, 2019.https://epub.chnpu.edu.ua/jspui/handle/123456789/12192

Further reading

1. 1. Harvard Business Review. Materials on creativity, marketing strategy, branding, advertising and innovation.
2. 2. Think with Google. Research on consumer behaviour, digital marketing and creative communications.
3. 3. Cannes Lions. Case studies and materials on modern creative marketing campaigns.
4. 4. WARC. Professional research and case studies on marketing, advertising and communication effectiveness.
5. 5. Creative Bloq. Materials on design, visual communication and creative practices.10.5281/zenodo.20459301
6. 6. HubSpot. Practical materials on content marketing, social media and digital communications.10.5281/zenodo.18002374
7. 7. Google Scholar. A search engine for scientific publications on marketing and creativity issues.10.5281/zenodo.17959663

Useful information and educational resources

1. Harvard Business Review1. Harvard Business Review — materials on creativity, marketing strategy, branding, advertising and innovation.
2. MIT Sloan Management Review2. Think with Google — research on consumer behaviour, digital marketing and creative communications.

3. Center for Creative Leadership3. Cannes Lions — case studies and materials on modern creative marketing campaigns.
4. McKinsey & Company — Leadership4. WARC — professional research and case studies on marketing, advertising and communication effectiveness.
5. Deloitte Insights5. Creative Bloq — materials on design, visual communication and creative practices.
6. World Economic Forum6. HubSpot — practical materials on content marketing, social media and digital communications.
7. Coursera7. Google Scholar — a search engine for scientific publications on marketing and creativity issues.
8. Prometheus8. Vernadsky National Library of Ukraine — electronic scientific resources, professional publications and bibliographic materials.
9. Google ScholarGoogle Scholar — a search engine for scientific publications on creative marketing issues.
10. Vernadsky National Library of Ukraine — electronic scientific resources, professional publications and bibliographic materials.

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