ANNOTATION OF THE ACADEMIC DISCIPLINE
«Creative Marketing»

Developer	*Korchynska O. A., Doctor of Economics, Professor*
Department	*Marketing*
Specialty	*D5 "Marketing"*
Educational programme	*"Marketing"*
Level of education	*Second (Master's)*
Course category	*Optional*
Workload	*3 ECTS credits / 90 hours*
Year and semester	*1st year, 2nd semester*
Mode of study	*Full-time / Part-time*
Language of instruction	*Optional*
Form of final assessment	*Graded credit (differentiated test)*
Main forms of assessment	*Oral and written questioning, practical, analytical and situational assignments, case analysis, module tests (MT1, MT2), individual assignment (creative marketing project) and its defence, graded credit*

Aim of the discipline

To develop students' system of up-to-date theoretical knowledge and practical skills in applying a creative approach to marketing, developing consumer insights, marketing ideas, creative concepts and communication solutions, and evaluating their effectiveness.

Interdisciplinary links

Prerequisites: knowledge and skills in marketing, management, marketing research, consumer behaviour, advertising and communications acquired at the bachelor's level; links with the first-semester components "Public Relations", "Brand Management" and "Advertising Management".

Postrequisites: the knowledge and skills are used in the courses "Research Methodology", "Strategic Marketing", "Digital Marketing and E-Commerce" and "Marketing Management", as well as in the professional internship and in preparing the master's qualification thesis.

Expected learning outcomes

Upon completion of the course, students should be able to:

- explain the essence, principles and modern concepts of creative marketing and its place in the marketing management system;
- analyse a marketing problem and identify opportunities for a creative solution;
- identify consumer insights and formulate creative marketing ideas using methods of idea generation, selection and development;
- develop a creative strategy, creative brief, Big Idea, concept and key message of a marketing campaign;
- create and present advertising, content, digital and brand communication solutions, using storytelling;
- design integrated campaigns that take into account the specifics of digital, experiential and guerrilla marketing;
- use digital tools and artificial intelligence technologies to search for, generate and test ideas;
- work in a creative team, distribute roles, and present and defend proposed solutions with sound arguments;

– evaluate the effectiveness of creative solutions and identify ethical and legal risks in creative marketing communications.

Course summary

The course develops a systematic understanding of modern concepts of creative marketing, mechanisms for discovering consumer insights, generating marketing ideas, developing creative strategies and concepts, and evaluating the effectiveness of marketing communications. The content is organised into two content modules.

Content Module 1. Theoretical and Strategic Foundations of Creative Marketing

The essence, evolution and modern concepts of creative marketing; creative thinking and techniques for generating marketing ideas (brainstorming, mind mapping, SCAMPER, six thinking hats); consumer insight and the formation of a creative idea; creative marketing strategy and concept (creative brief, Big Idea, brand creative platform); brand storytelling, content and creative marketing communications.

Content Module 2. Applied Tools and Evaluation of Creative Marketing

Advertising creative and integrated marketing campaigns; digital creative, social media and generative artificial intelligence in marketing; experiential, guerrilla and social creative; the creative team, management of the creative process and campaign implementation; evaluation of the effectiveness of creative solutions, ethical and legal aspects, trends in creative marketing.

Teaching methods and technologies

Problem-based lectures, case study method, creative and situational assignments, idea-generation exercises, team and project work, simulation of a creative agency (briefings, presentations), discussion seminars, work with generative artificial intelligence, preparation and defence of a creative marketing project.