

## *The Hebrew University of Jerusalem*

### *Syllabus*

## **CREATIVITY IN MARKETING AND BUSINESS - 55888**

*Last update 20-07-2017*

*HU Credits:* 2

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* business administration

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Ein Karem

*Course/Module Coordinator:* Dr. Sharon Arieli

*Coordinator Email:* [sharon.arieli@mail.huji.ac.il](mailto:sharon.arieli@mail.huji.ac.il)

*Coordinator Office Hours:* TBA

*Teaching Staff:*

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Dr. Sharon Arieli

Course/Module description:

The ability to be creative and to solve problems and elicit change is a recognized standard of success for managers and organizations. This course introduces the idea of systematic creative thinking, focusing on problem solving, opportunities identification, and novel idea generation.

Creativity is often considered a "gift" one is either born with or not. This course reflects a different approach to creativity (supported by recent studies) arguing that creative thinking is not different from other cognitive processes used in the best professional reasoning. Thus, creativity is a skill that can be acquired and improved by practice.

In the course focuses on creativity in product development and advertisement.

Course/Module aims:

Defining creativity.

Creativity in Negotiation

Introducing the Templates Approach for creative thinking. Focusing on product development and advertisement.

Learning outcomes - On successful completion of this module, students should be able to:

Understanding new strategies for creative thinking. Practicing the Templates Approach for creative thinking.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: The course consists of lectures and class exercises.

Course/Module Content:

Introduction: What is Creativity?

Factors that facilitates and hinders creativity

The creative Person

Constructing the task: approaches for creativity

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*Conventional approaches to study of creativity*

*We need a method: the case of creativity in negotiation*

*The Closed World Principle and the Replacement Template*

*The Displacement and Multiplication Templates*

*Implementing the templates in advertising*

*Required Reading:*

*Course Book:*

*Goldenberg J. Mazursky D. (2002), "Creativity in Product Innovation". Cambridge Press.*

*Additional Reading Material:*

*For more details see the course homepage on "moodle"*

*Course/Module evaluation:*

*End of year written/oral examination 0 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 60 %*

*Assignments 30 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 10 %*

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*Additional information:*

*no*