

Creativity in Marketing

Individual Assignment

The individual assignment follows Martin's (2009) framework of integrative thinking and creativity (illustrated below) that categorizes between *stance*, *tools* and *experiences*. The deliverables are split into two parts.

In the **first part**, you write an initial assessment of yourself using the framework. This deliverable is to be completed after lecture 4. The deliverable is a maximum of two pages, single-spaced, 1" margins, 12-point font, Times New Roman. This portion of the individual assignment is valued at **20%** of the individual assignment grade.

In the **second part**, you reflect on your learning during the course and how your view of yourself as a creative thinker has changed, particularly through learning new tools and important learning experiences. Furthermore, you will elaborate on what kind of creative marketing professional you are on the path of becoming.

Though the reflection is supposed to be personal, value is placed on correct reflection through course concepts, themes, and tools. In other words, I expect explicit and competent citing of course readings, elaborating on them ("I found the concept of X, which was defined as XYZ, really interesting and valuable, because..."). Furthermore, I expect that you cover a lot of the course topics, not just a select few favorites and highlights. The better you are able to see connections *between* course topics, the better. A critical tone and self-reflection is valued.

It is highly recommended that you keep a learning diary during this course, as it will help you keep good notes on what has been covered. It makes writing the final paper so much easier.

Important! Note that for this exercise you are required to read chapters 6, 7, and 8 from Martin's book on your own, as they will not be covered in class! I expect you to reflect on the concepts presented within these chapters.

The deliverable is a maximum of six pages, single spaced, 1" margins, 12-point font, Times New Roman. This portion of the individual assignment is valued at **80%** of the individual assignment grade.

Both assignments are submitted through MyCourses, via Turnitin. Deadlines announced by the instructor in class. Good writing is essential for this assignment. Aim for clarity, brevity, and rich language.

