

Monday, 18 March, 13:15 » 15:00 L01 Lecture, Q202 Ryhmäöpetus, Väre	Ethnography and Creative Insights	Writing a group paper on ethnography
Wednesday, 20 March, 13:15 » 15:00 L01 Lecture, Q201 Ryhmäöpetus, Väre	COLLAGE SESSION	
Monday, 25 March, 13:15 » 15:00 L01 Lecture, M202 Studio M2 Pop Up Station, Väre	Understanding Innovations and Innovative Businesses	Holt and Cameron: Introduction & Cultural Innovation Theory / Martin: Chapter 3
Wednesday, 27 March, 13:15 » 15:00 L01 Lecture, Q201 Ryhmäöpetus, Väre	IDEAGEN WORKSHOP #2	
Monday, 1 April, 13:15 » 15:00 L01 Lecture, M202 Studio M2 Pop Up Station, Väre	New Product Development	Holt and Cameron: Clearblue / Moment of Clarity Product Chapter / HBR NPD
Wednesday, 3 April, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	Place Creativity and Price Creativity	Holt and Cameron: Starbucks
Monday, 15 April, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	Consumer Creativity / Olli Sirén guest lecture	Berthon et al - When customers get creative / Restaurant Day
Wednesday, 17 April, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	Promotion Creativity and Storytelling	Storytelling readings from HBR
Wednesday, 24 April, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	IDEAGEN WORKSHOP #3	
Monday, 29 April, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	Branding and MINDMAP	Holt Brands and Branding / Holt and Cameron: Jack Daniel's
Monday, 6 May, 13:15 » 15:00 L01 Lecture, V002, Maarintie 13	Cultural Studios and Marketing Experiences	Holt and Cameron: ESPN and Patagonia
Wednesday, 8 May, 13:15 » 15:00	FINAL PRESENTATIONS	