

**University of Hawaii at Mānoa**  
**Shidler College of Business**  
**Department of Marketing**

- Course: Creativity in Marketing MKT 656, Section 001 (CRN: 79060)
- Class Meets: Wed. 10:30-1:15, in BUSAD D204, 08/25 thru 12/19/2008
- Instructor: James R. Wills, Professor  
Office: Shidler College of Business C-tower Room 401g
- Office Hours: 9:00-10:00 AM, Tuesday, Wednesday and Thursday (scheduled appointment are preferred). Other meeting times and places can be made by arrangement.
- Contact: Cell: 227-1392 (preferred), Office 956-7607, email: [jwills@hawaii.edu](mailto:jwills@hawaii.edu)  
Leave messages as appropriate
- Description: Creativity in Marketing is a graduate level elective seminar that explores creative thinking and the development of innovation in the context of marketing processes and decisions.
- Text: Kotler, Philip and Fernando Trias de Bes *Lateral Marketing: New Techniques for Finding Breakthrough Ideas*. Hoboken, Jew Jersey: Wiley, 2003.
- Reader: *Creativity in Business* by Michael Ray and Rochelle Myers  
*The Tipping Point: How Little things can make a big differences* by Malcolm Gladwell  
*Permission Marketing* by Seth Godin
- Method: This course is designed to help the student develop his or her creative skills. Many scholars have suggested that every human has a high level of creativity and yet the number of people who are recognized as being creative is relatively small. The class is aimed at helping the student broaden these creative horizons in many aspects of both personal and professional lives. Creativity is both a skill and an attitude; a science and an art; a technology, and an intuition and an instinct. The course will focus on skills, science and technology. The course will use a variety of instructional tools including lecture, discussions of assigned material, exercises, games, illustration and case studies. Creative discovery of a realistic and innovative business opportunity will be the ultimate objective of the course (e.g. Fred Smith biography).

The fist portion of the course deals with the thought processes that relate to creativity problem solving.

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Grade: Grades will be determined by the work accomplished in the follow areas.

1. talking point papers text and reader..... 25
2. class participation and exercises..... 25
3. new business plan/innovation project..... 30

Students that complete the above assignments at an acceptable level will receive a grade of B. To receive and “A”, you must write a paper of publishable quality on one of the following topics and present your work in class (worth 20 points):

1. Case(s) of creative marketing solutions that illustrate the concepts you have learned in this course
2. A research paper at the intersection of creativity and one of the primary traditional marketing functions.
3. A research project on creativity based on an approved proposal

Class Schedule and Topics (revised 9/24)

Date

- |       |   |
|-------|---|
| 8-27  | Course introduction and syllabus review<br>Student and professor introductions<br>Exercise: Define creativity, Shapes game  |
| 9-3   | Read and prepare talking points paper for Ch.1 of Lateral Marketing<br>Exercise: In class   |
| 9-10  | Read and prepare talking points paper for Ch 2 of Lateral Marketing<br>Exercise: In class – Day dreams illustrates creativity   |
| 9-17  | Read and prepare talking points paper for Ch 3 of Lateral Marketing<br>Exercise: In class -   |
| 9-24  | Read and prepare talking points paper for Ch 4 of Lateral Marketing<br>Book discussion: Tipping Point – Ch 1-4<br>Exercise: In class – New product development  |
| 10-1  | Read and prepare talking points paper for Ch 5 of Lateral Marketing<br>Book discussion: Tipping Point- Ch 4-6<br>Exercise: In class<br>Research Proposals due   |
| 10-8  | Read and prepare talking points paper for Ch 6 of Lateral Marketing<br>Book discussion: Tipping Point - Ch 7- 8<br>Exercise: In class<br>New Product Ideas: Main ideas being evaluated (one page progress report) |
| 10-15 | Read and prepare talking points paper for Ch 7 of Lateral Marketing<br>Book discussion: Permission Marketing – Ch 1-4<br>New Product Ideas being considered for term project.                                     |
| 10-22 | Read and prepare talking points paper for Ch 8 of Lateral Marketing<br>Book discussion: Permission Marketing – Ch 5- 7  |

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- Case: BMW Z3 Launch
- 10-29 Read and prepare talking points paper for Ch 9 of Lateral Marketing  
Permission Marketing – Ch 8-12  
Case: Sendwine.com
- 11-5 Read and prepare talking points paper for Ch 10 of Lateral Marketing  
Case Heineken Beer
- 11-12 Research presentations (Attendance required no exceptions)
- 11-19 Research presentations (Attendance required no exceptions)
- 11-26 Have a creative thanksgiving!!!
- 12-3 New product project presentations (Attendance required no exceptions)
- 12-10 New product project presentations (Attendance required no exceptions)
- 12-17 Wrap-up and course evaluation