

Babeş-Bolyai University, Cluj-Napoca, Romania
Faculty of Political, Administrative and Communication Sciences
Department of Communication, Public Relations and Advertising
Master PR and Advertising, Second year, First semester, 2019-2020

CREATIV THINKING IN PR AND ADVERTISING **- syllabus -**

Instructor: Assoc. prof. Ioana Iancu, PhD.

Office hours: Wednesday, 10-12, room 5/1

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1. Course description and objectives

The course is designed to provide fundamental insights into the main aspects of creativity. By attending this course, students will acquire basic knowledge and skills about creative work in PR and advertising. Using this knowledge, they will be able to apply it into any communication field. The classes are designed as dynamic and interactive. By combining lecture, group and individual activities, the students are required to permanently participate to discussions through questions, remarks or any valuable inputs.

2. Selective bibliography

Books:

- Adamson, Allan P. BrandSimple: How the Best Brands Keep it Simple and Succeed, Palgrave Macmillan, 2006.
- Drewniany, Bonnie L., Jerome Jewler, Creative Strategy in Advertising, 9th Edition, Thomson Wadsworth, 2008.
- De Bono, Edward, Lateral thinking: creativity step by step, Perennial.Library, 1990.
- Green, Andy, Creativity in Public Relations, Kogan Page, 2010.
- Joseph, Jim, The experience effect: engage your customers with a consistent and memorable brand experience, Amacom, 2010.
- Heilman, Kenneth M., Creativity and the Brain, Psychology Press, 2005.
- Legorburu, Gaston & McCall, Darren. Storyscaping: Stop Creating Ads, Start Creating Worlds. New Jersey: Wiley, 2014.
- Mumford, Michael D., Handbook of Organizational Creativity, Elsevier, 2012.
- Pope, Rob, Creativity. Theory, History, Practice, Routledge, 2005.
- Rapaille, Clotaire. The Culture Code: An Ingenious Way to Understand Why People around the World Live and Buy as They Do. New York: Broadway Books, 2006.
- Sawyer, R. Keith, Explaining Creativity. The Science of Human Innovation, Oxford University Press, 2006.
- Weiner, Robert Paul, Creativity & beyond. Cultures, Values, and Change, State University of New York Press, 2000.

Articles:

- An, Daechun, Cultural Influence on Perceptions of Advertising Creativity: A Cross-Cultural Comparison of U.S. and Korean Advertising Students, *International Journal of Marketing Studies*; Vol. 5, No. 5; 2013.
- Ang, Swee Hoon, Siew Meng Leong, Yih Hwai Lee & Seng Lee Lou, Necessary but not sufficient: Beyond novelty in advertising creativity, *Journal of Marketing Communications*, 20:3, 2014: 214-230.
- Baack, Daniel W., Rick T. Wilson and Brian D. Till, Creativity and Memorial Effects. Recall, Recognition and an Exploration of Nontraditional Media, *Journal of Advertising*, 37 (4), Winter 2008: 85-94.
- Belch, Michael A. and George E. Belch, The Future of Creativity In Advertising, *Journal of Promotion Management*, 19:4, 2013: 395-399.

- Bergh, Bruce Vanden and Mark Stuhlfaut, Is Advertising Creativity Primarily an Individual or a Social Process?, *Mass Communication and Society*, 9:4, 2006: 373-397.
- Cheung, Ming, Creativity in advertising design education: an experimental study, *Instr Sci* (2011) 39:843–864.
- Dahlen, Micael, Sara Rosengren, Fredrik Torn, 'Advertising Creativity Matters', *Journal of Advertising Research*, September 2008.
- El-Murad, Jaafar and Douglas C. West. Risk and Creativity in Advertising, *Journal of Marketing Management*, 19:5-6, 2003: 657-673.
- El-Murad, Jaafar and Douglas C. West, The definition and measurement of creativity. What do we know?, *Journal of Advertising Research*, June 2004.
- Jacob Goldenberg and David Mazursky, When deep structures surface. Design Structures That Can Repeatedly Surprise, *Journal of Advertising*, vol. 37, no. 4 (Winter 2008), pp. 21–34.
- Heath, Robert G., Agnes C. Nairn, Paul A. Bottomley, 'How Effective is Creativity. Emotive Content in TV Advertising Does Not Increase Attention', *Journal of Advertising Research*, December 2009.
- Hill, Railton, Lester W. Johnson, Kevin Pryor, Mhd. Helmi Abd. Rahim, Advertising creativity. The view across the meeting room and across cultures, *Asia Pacific Journal of Marketing and Logistics*, Vol. 19, Issue 1, 2007: 9 – 21.
- Kim, Byoung Hee, Sangpil Han, and Sukki Yoon, Advertising Creativity in Korea. Scale Development and Validation, *Journal of Advertising*, vol. 39, no. 2 (Summer 2010), pp. 93–108.
- Klebba, Joanne and Pamela Tierney, Advertising creativity: a review and empirical investigation of external evaluation, cognitive style and self-perceptions of creativity, *Journal of Current Issues and Research in Advertising*, Vol. 17, no. 2, 1995.
- Kübler, Raoul V., Dennis Proppe, Faking or Convincing: Why Do Some Advertising Campaigns Win Creativity Awards?, *Official Open Access Journal of VHB*, German Academic Association for Business Research (VHB), Volume 5, Issue 1, May 2012: 60-81.
- Lehnert, Kevin, Brian D. Till and José Miguel Ospina, Advertising Creativity: The Role of Divergence Versus Meaningfulness, *Journal of Advertising*, 43(3), 2014: 274–285.
- McStay, Andrew, A Qualitative Approach to Understanding Audience's Perceptions of Creativity in Online Advertising, *The Qualitative Report*, Volume 15 Number 1 January 2010: 37-58.
- Nyilasy, Gergely, Robin Canniford, Peggy J. Kreshel, Ad Agency Professionals' Mental Models of Advertising Creativity, *European Journal of Marketing*, Vol. 47 No. 10, 2013: 1691-1710.
- Oliver, Jason D. and Christy Ashley, Creative Leaders' Views on Managing Advertising Creativity, *Journal of Marketing Theory and Practice*, vol. 20, no. 3 (summer 2012): 335–348.
- Reid, Leonard N; Karen Whitehill King; DeLorme, Denise E., Top-level agency creatives look at advertising creativity then and now, *Journal of Advertising*; Summer 1998; 27, 2.
- Rosengren, Sara, Micael Dahl'en, and Erik Modig, Think Outside the Ad: Can Advertising Creativity Benefit More Than the Advertiser?, *Journal of Advertising*, 42(4), 2013: 320–330.
- Sasser, Sheila L. and Scott Koslow, Desperately Seeking Advertising Creativity, *Journal of Advertising*, 37(4), 2008.
- Smith, Robert E., Xiaojing Yang, Toward a general theory of creativity in advertising: Examining the role of divergence, *Marketing Theory*, Volume 4(1/2), 2004: 31–58.
- Smith, Robert E; MacKenzie, Scott B; Yang, Xiaojing; Buchholz, Laura M; Darley, William K, Modeling the Determinants and Effects of Creativity in Advertising, *Marketing Science*; Nov/Dec 2007; 26, 6.
- Smith, Robert E; Chen, Jiemiao; Yang, Xiaojing, The Impact of Advertising Creativity on the Hierarchy Of Effects, *Journal of Advertising*; Winter 2008; 37, 4.
- Stuhlfaut, Mark, Evaluating the work preference inventory and its measurement of motivation in creative advertising professionals, *Journal of Current Issue and Research in Advertising*, Vol. 23, No. 1, Spring 2010.
- Stuhlfaut, Mark,, The creative code. An organizational influence on the creative process in advertising, *International Journal of Advertising*, 30(2), 2011.
- Till, Brian and Daniel Baack, Recall and persuasion: does creative advertising matter?, *Journal of Advertising*, Vol. 34, No. 3, Fall 2005.

- Voloaca, Ioana Diana, Sofia Bratu, Matei Georgescu, Flavia Lucia Ghencea, Adela Voicu, The importance of creativity in advertising, digital technology, and social networking, *Economics, Management, and Financial Markets*, Volume 6(2), 2011: 449–458.
- West, Douglas C;Kover, Arthur J; Caruana, Albert, Practitioner and Customer Views of Advertising Creativity. Same Concept, Different Meaning, *Journal of Advertising*, Winter 2008; 37, 4.
- White, Alisa, Fuyuan Shen, Bruce L. Smith, Judging Advertising Creativity Using the Creative Product Semantic Scale, *Journal of Creative Behavior*, Volume 36, Number 4, Fourth Quarter 2002.
- Yang, Xiaojing, Robert E. Smith, Beyond Attention Effects: Modeling the Persuasive and Emotional Effects of Advertising Creativity, *Marketing Science*, Vol. 28, No. 5, September–October 2009: 935–949.
- Zinkhan, George M, Creativity in advertising: Creativity in the Journal of Advertising, *Journal of Advertising*, Jun 1993; 22, 2.

3. Grading and assignments

- Class activity – 3 points

- in-class activities (6 activities required, 1 activity = 0,5 points)
- An activity means consistent participation during the class discussions

- Mid-term evaluation – 1 point

- The mid-term consists of a very short evaluation of the understanding of the creativity concept in PR and advertising and how it can be measured
 - **The date for the evaluation is the 14th of November 2019**

- Campaign presentation – 1 point

- Each student will choose a brand and will present a creative campaign for that particular brand. Each choice should be comprehensively motivated from a creative point of view.
- The presentation should be as exhaustive as possible. During the presentation, beside the visual materials, extra information on the campaign is needed: insights on how it was created, reactions to it etc.
- The campaigns will be presented during the last half an hour of every class (based on a preliminary schedule)
- Please start schedule yourself at
https://docs.google.com/spreadsheets/d/1D1Z_s6RBkecQ78uH4wqp7WybFEIXu8j305BemvbZCqs/edit?usp=sharing

- Final project – 5 points

- The final project is an individual research project task
- Each student must choose a research topic on creativity in advertising or PR field
- **The mandatory research method to be used is the experiment**
- The research must have approximately 4000-5000 words (Times New Roman, font size: 12, single spaced)
- For the structure of the paper, please follow the attached *template*
- **The deadline for submitting the papers is 8th of December 2019**
- The projects will be submitted by email to iancu@fspac.ro
- Each project will be presented during the last 4 classes (students that are not presenting are losing 1 point from the 5 points of the project)

4. Plagiarism policy

Academic integrity is one of the major values within this course. Plagiarism and cheating are not allowed and, if noticed, will be punished according to the Faculty rules (<https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>).

5. Class schedule

Week 1 (3rd of October 2019) – Introduction to class requirements

Week 2 (10th of October 2019) – Testing creativity

Week 3 (17th of October 2019) - Creativity and the brain

Week 4 (24th of October 2019) – Ideas that survive

Week 5 (31st of October 2019) – Creativity in practice

Week 6 (7th of November 2019) – Technology and creativity

Week 7 (14th of November 2019) – Un-conventional creativity + MID-TERM

Week 8 (21st of November 2019) – Creative selling

Week 9 (28th of November 2019) – How to stimulate creativity. Creativity stimulation exercises

Week 10 (5th of December 2019) – Awards in advertising

Week 11 (12th of December 2019)– Presentations of the final papers

Week 12 (19th of December 2019)– Presentations of the final papers

Week 13 (9th of January 2020)– Presentations of the final papers

Week 14 (16th of January 2020)– Presentations of the final papers

TEMPLATE

The Title of the Paper

First name FAMILY NAME

Abstract: *The abstract should briefly state the purpose of the paper, the main results and the major conclusions. References should be avoided. The abstract should not exceed 250 words.*

Keywords: 5 most important and relevant keywords

Introduction

The text should be written with **Times New Roman, single-spaced, 12, Justify.**

The introduction part should emphasize the topic of the paper, the objectives of the work, the relevance and originality of the topic, and an adequate background (references are needed and recommended). A detailed literature review should be avoided in this part.

Theoretical framework

The theory section should extend, not repeat, the background of the article already described within the Introduction part.

The use of subchapters are permitted and encouraged.

Text references should be used. An example: (Anderson, 2005, 45). **Please ensure that every reference cited in the text is also present in the reference list (and vice versa).**

Text references should be given every time an idea belonging to another author is used (either it is quoted or it is paraphrased).

The information on the literature review should be meaningful for the methodological part.

Use *did not* instead of *didn't*, *it is* instead of *it's* etc.

Methodology

The mandatory research method is the experiment.

The methodology should contain the following parts:

Research design

This part should include the research questions, hypotheses, description of the way the research methods and the research instruments are used, sample, the main aspects that are analyzed etc.. Provide sufficient detail to allow the work to be reproduced.

Results

The results should be clear and concise. If there are instruments replicated from other existing studies, references should be given within the methodological part as well.

Discussion

The discussion part explores the significance of the results of the work, not repeat them. It refers to the interpretation of the results and the link between the results and the initial research questions and/or hypotheses.

A combined Results and Discussion section is often appropriate.

Conclusion

The concluding part contains the most relevant aspects of the research, especially from a methodological point of view. After Conclusion, you can discuss the limits of the paper and the research perspectives.

References

All references should be included and listed alphabetically by first author's last name.

Here are some examples of specific kinds of references (based on APA Style <http://www.apastyle.org/>):

- Shipley, W. C. (1986). Shipley Institute of Living Scale. Los Angeles, CA: Western Psychological Services.
- Anderson, A. K. (2005). Affective influences on the attentional dynamics supporting awareness. *Journal of Experimental Psychology: General*, 134, 258–281. doi:10.1037/0096-3445.134.2.258.
- Uchter, L. "Ipsos: Social Networking Becoming Dominant Web Activity Worldwide." Media Post, July 6, 2007. Retrieved from <http://publications.mediapost.com/index.cfm?fuseaction=Articles.san%26;s=63603&Nid=32046&p=204029>, accessed on July 6, 2007.

Appendices

If there is more than one appendix, they should be identified as 1, 2, etc. The appendices should contain any used material that is too large to be placed in the corpus of the text: research instruments, very large tables, pictures etc.

Tables and figures

If there are tables/figures, they must have a number and a title. If they belong to another author, the source of the tables/figures should be put below them. Relevant tables and figures should be included in the corpus of the paper. Number tables/figures consecutively in accordance with their appearance in the text and place any table/figure notes below the table/figure body.