Creativity, Innovation and Change in Marketing

MARK6102 | 6 Units of Credit

Overview

Creativity and innovation are the key drivers of success for many of today’s leading companies. Some of the most dramatic gains in shareholder value over the last few years (e.g. Google and Apple) have been created by the culture of creative innovation. Indeed, a culture of creativity and innovation is commonly recognised as the only sustainable competitive advantage. This course will focus on developing new ways of thinking and will discuss in depth the intricacies of innovation, customer experience, solution development and the problems faced by managers in this area. The course provides many opportunities to apply these new ways of thinking through class exercises and the course project, where students will develop creative concepts for an assigned topic. Active participation in this course will provide students with the opportunity to gain practical, real world experience in the application of different tools and approaches such as Human Centred Design (HCD), Ten types of innovation, Crowdsourcing innovation, Lean Start up, and others. The project will follow the phases of human centred design (HCD) to synthesise real-time research, approach ideation and investigation on parallel tracks. Teams will present their work at the end of term and vote on each other’s presentations.

Exclusion: MARK6002
Faculty
UNSW Business School

School
School of Marketing

Study Level
Postgraduate

Offering Terms
Term 2

Campus
Kensington

Indicative contact hours
6

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite: MARK5700 or MARK5800 or Enrolment in program 7414 or 8423
Exclusion Courses

MARK6002 | 6 UOC
Creativity, Innovation and Change in Marketing
Course Outline

To access course outline, please visit:

MARK6102 Course Outline
Fees

Commonwealth Supported Students   $821
Domestic Students               $4260
International Students         $5880

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179