**The name of the academic discipline:**

**“Creativity in Marketing”**

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| **Specialty code and name** | 1-23 01 15 Social Communications |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 34 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 16 |
| 18 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 2 |
| **Competences** | Mastering the academic discipline “Creativity in Marketing” should ensure the formation and development of a special competence: using creative techniques in creating trademarks and advertising texts |
| **Summary of the academic discipline:**  The goal of the course is to teach students the theoretical and practical foundations of creative techniques for solving marketing problems of varying levels of complexity and focus. The course covers the advantages and problems of creativity as a tool for solving marketing problems; basic techniques and methods of creativity; methods of effective naming; methods of generating slogans; stylistic techniques of creativity in copywriting; design as part of marketing communications; successful cases of using creativity on the Internet; concepts of a creative brief, features of presenting ideas; methodological features of searching for and selecting creative solutions. | |