

COURSE DESCRIPTION

KRP2200 Creative Processes II

1. Degree	Bachelor of Innovation and Entrepreneurship
2. Year/semester	2 nd year – 4 th semester
3. Credits	10
4. Course instructor	Assistant Professor Helene Sætersdal
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications, completion of Creative Processes I
7. Learning goals	<p>The aim of the course is two-folded:</p> <p>Students will broaden their understanding of creative processes. And understand the concepts and terms in marketing. The course will provide students with a thorough understanding of the concepts and terms used in these fields. Students will gain insight into the main principles of marketing by working with material drawn from current business examples.</p>
8. Course contents	<p>The students will learn how to apply creative techniques in working with marketing. In this class, students will receive an introduction to the key theories, terms, and models used in marketing and branding.</p> <p>Key topics:</p> <p>Key terms and perspectives in marketing</p> <p>Market-oriented leadership</p> <p>The marketing plan</p> <p>The company's goals, vision, and mission</p> <p>Competitive analysis</p> <p>Segmentation and target-group selection</p> <p>Target-group analysis</p> <p>Positioning and applying the marketing mix</p> <p>Key terms and concepts in branding</p>

	Branding – theory and practice
9. Method of instruction	Project-based learning: Students will design, implement and present constructed and real projects.
10. Assessment	Assignments/mid-term exam: 60 % Final exam: 40 %
11. Course syllabus	Kotler, Philip. 2005. <i>Markedsføringsledelse</i> . 3. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-31582-2. (627 s) Pris: 559,- Lerdahl, Erik. 2007. <i>Slagkraft: håndbok i idéutvikling</i> . Oslo: Gyldendal akademisk. ISBN: 978-82-05-36286-4 (268 s) Pris: 348,-
12. Recommended reading	