ARTS 597.81P / Creative Marketing & Innovation I
COURSE SYLLABUS: Spring 2013

Instructor: Raul Varela
Class Meeting Times: Tuesday 6:00pm - 10:00pm (1/15/13 to 12/3/13)
Class Meeting Location: Room 320 UCD
Consultation Hours: Monday – Friday, 9am-6pm (by appointment only)
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Email Address: raul@highbandwidth.com

COURSE INFORMATION

RESEARCH SOURCES
1. Various sources identified through the student’s individual research
2. Academic texts, peer-reviewed articles, scholarly papers, accessed either through brick-and-mortar libraries or online in scholarly databases, such as JSTOR.
3. Other major design university MFA archives (SVA, VCU, Stanford D-school)
4. AIGA archives
6. Media: Broadcast news channels, credible newspapers or magazines such as CNBC or Bloomberg
7. Anything, anywhere that is relevant to your topic (recorded interviews, ethnography, etc.)
8. NOT Wikipedia!!!!!

TAMU PRIMARY DATA SOURCES
http://tamuc.libguides.com/busref
This online research guide for your areas of study was put together by our business and marketing specialist. It includes contact info, various applicable library databases and how to get to them.

MARKET PRIMARY DATA SOURCES
1. http://www.marketresearch.com
COURSE DESCRIPTION

The first 8 weeks of this course will be centered around innovation focused on creating value through ethnography, research, ideation and strategy in a marketing frameset. You will explore radical ways of design thinking to create new business models or harness compelling value for products or services that do not currently exist in the marketplace. Projects will be collaborative and centered around the application of innovation through segmenting, brand positioning, target marketing, and the 4Ps (Product, Pricing, Promotion and Place).

STUDENT LEARNING OUTCOMES

1. Identify viable opportunities and assess challenges in the marketplace within the context of innovation

2. Apply design thinking and creative problem solving to new product or service niches

3. Define a creative process for generating new product or service concepts.

4. Understand the key pieces that make up a marketing plan

5. Write a strategy for a product or service that integrates an intelligent marketing mix

6. Examine market research sourcing that is integral to a new product or service launch

7. Manage and delegate an innovation team

8. Examine critical issues behind product and services that failed or became successful

ATTENDANCE

You may be absent from class twice.

• On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
• On your second absence you will receive an e-mail and you will contacted by Lee Whitmarsh.
• On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.

• Two tardies of 20 minutes or more equals an absence.
• A tardy of 60 minutes equals an absence.
• Two late returns from break of more than 10 minutes equals one absence.
• If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.
• If a student does not show up for the final they automatically fail the class.

There is no distinction between excused and unexcused absences.
COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments:
A willingness to participate and collaborate will be a key component in a productive and positive outcome for each student. It is the job of the student to follow the schedule and adhere to it on a weekly basis. The role of the professor and the class is to respond to the work that is brought in week-by-week and comment, direct, expand on, and suggest possible areas for further research.

GRADING

Grades will be assigned according to the following scale:
A  Work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
B  Work above the general class level, participation in classroom discussion and critique
C  Average work, minimal requirements met
D  Work below class average, lack of participation and/or poor attendance
F  Inferior work, work not turned in, failure to attend class

In addition to major project, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages

1. Quality and effort on innovation and marketing plan..............................................................50.0%
2. Presentation to investor..............................................................................................................15.0%
3. 9 case studies postings ..............................................................................................................15.0%
4. Feedback loops .........................................................................................................................10.0%
5. Attitude and Participation .......................................................................................................10.0%

ACADEMIC INTEGRITY AND PLAGIARISM

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. “Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement: In addition to classroom time, you are welcome to call or email me at any time with questions or concerns (raul@highbandwidth.com or 972-672-8401). Announcements from the University will come to you through its network.
TECHNOLOGY REQUIREMENTS

Home computer or laptop with graphics and presentation software or access the lab.

ACCOMODATIONS FOR ADA ELIGIBLE STUDENTS

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services  |  Texas A&M University-Commerce
Gee Library, Room 132  |  Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148  |  StudentDisabilityServices@tamu-commerce.edu

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student’s Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor’s syllabus, presentations, assignments, and point of view. Students should respect each others’ differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor’s prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook’s Codes of Conduct for details.

STUDENT CONDUCT/CITIZENSHIP

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

REQUIRED READINGS

There are no required textbooks for this class. Instead, you will download 9 Harvard case studies listed on next page. Your cost will be $35.55. Case studies can be downloaded here: https://cb.hbsp.harvard.edu/cbmp/access/16954197

These readings will inform your weekly assignments and support your learning outcomes. You are required to read all case studies and discuss their application to your project. All case study analysis and discussion will take place on the course management websites set up for this class. Please visit http://join.lore.com/HD2Q9Y to join the group.
1. Week 1: Discovering Opportunities--How to Spot (and Investigate) Potential Targets for Innovation
2. Week 2: Blueprinting Ideas--Fine-Tuning Your Innovation Idea and Developing a Plan to Implement It
4. Week 4: Moving Forward--Honoring Your Innovation Skills in Your Continuing Journey Toward Successful Innovation
5. Prototyping: A Quick Introduction
6. IDEO Product Development
7. Angel Investing

RECOMMENDED BOOKS

• Google ZMOT by Jim Lecinski

• The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures by Frans Johansson

• Jack's Notebook: A business novel about creative problem solving by Gregg Faley

• When Sparks Fly: Igniting Creativity in Groups by Dorothy Leonard

Collaboration and Co-creation: New Platforms for Marketing and Innovation by Gaurav Bhalla