

MKTG 3027 MARKETING INNOVATION AND CREATIVITY

Credit Points 10

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Description In today's dynamic environment, where digital technologies play a crucial role in the design and implementation of marketing strategies, the ability to think creatively and innovatively is an essential skill for marketing graduates. In this subject, you will explore how marketing innovations are used to implement new methods and frameworks that leverage emerging technologies to enhance competitive advantage. Creativity is consistently recognised as a key capability of the 21st century, as it enables marketers to understand and respond to challenges in various ways. In this subject, you will examine the role that creativity plays in supporting responsible marketing strategies.

School Business

Discipline Marketing

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Co-requisite(s) MKTG 1014

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Apply marketing innovation frameworks to enhance competitive advantage and value creation.
2. Assess models of creativity and the diverse contexts in which they can be applied to create competitive advantage and value creation.
3. Apply responsible marketing innovation protocols and practices.
4. Utilise marketing innovation and creativity frameworks in ways that respect and value Indigenous Australian peoples, communities, and their ways of knowing, being and doing.
5. Work together using teamwork skills to coproduce a report addressing marketing innovation and creativity.

Subject Content

- Defining marketing innovation
- Types of marketing innovation
- Methods of responsible marketing innovation
- Role of marketing innovation in enhancing competitive advantage and value creation
- Leveraging technologies to enhance marketing innovation
- Indigenous worldviews and innovation
- Understanding creativity and creative problem solving from diverse perspectives
- Identifying and managing barriers to creativity
- Strategies for building creativity competencies
- Using social marketing strategies to support marketing innovation