

Universitatea Babeș-Bolyai, Cluj-Napoca
Facultatea de Științe Politice, Administrative și ale Comunicării
Departamentul de Comunicare, Relații Publice și Publicitate
Master Publicitate ID an II, semestrul I, 2017-2018

Creativitatea în publicitate

- Syllabus -

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1. Descrierea cursului

Cursul de *Creativitate în publicitate* isi propune sa dezbată conceptul de “creativitate” și să îl discute în contextul domeniului publicitar. De asemenea, cursul se focalizează pe modul în care cercetarea și creativitatea pot fi interconectate. Astfel, pe parcursul acestui curs, se dorește ca studenții să își dezvolte atât abilitățile de a fi mai creativi în general și în domeniul publicitar în particular, cât și abilitățile de cercetare și de măsurare a creativității și a impactului acesteia.

2. Bibliografie selectivă

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Articole:

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3. Evaluarea studentilor

- Jurnal al ideilor – 3 punct

- Implică înțelegerea propriului proces creativ
- Fiecare student trebuie să aibă un jurnal (fizic sau digital) în care să scrie orice idee are legată de publicitate (consumatori, strategie, produse, design etc.)
- Jurnalul poate conține atât idei scrise cât și idei desenate (schițe, diagrame etc.)
- **Deadline-ul pentru predarea jurnalului este 21 ianuarie 2018** (pe email, sub forma de document word, pdf, jpg etc.)

- Proiect – 7 puncte

- Proiectul este individual
- Fiecare student va realiza o cercetare care să aibă în centru conceptul de creativitate
- Fiecare proiect va pleca de la un cadru teoretic consistent
- Metoda de cercetare obligatorie care trebuie utilizată este **experimentul**
- Lungimea proiectului va fi de aproximativ 8-10 pagini (TNR, 12, spatiere 1,5)
- **Deadline-ul de predare al proiectului este 21 ianuarie 2018, pe email**

NOTA: Orice forma de plagiat (însușirea/copierea ideilor unei alte persoane, fără a face referire la sursa, atât in text cat si la bibliografie) duce la sancționarea studentului/grupului respectiv prin pierderea întregului punctaj.

4. Temele cursului

Teste de creativitate
 Creativitatea și creierul
 Idei care supraviețuiesc
 Cum să stimulăm creativitatea
 Vanzările creative
 Creativitatea neconventionala
 Tehnici de creatie
 Campanii sociale creative
 Premiile în publicitate

