Creative Business , spring	program code **CB-SEM2**

The courses offered below can be combined with each other and/or with the courses from "Media Psychology", with the total amount of 30 ect`s per semester. **Important notes**: Choose not more than 3 courses per period (C/ D).

Course Code	Course name
YEAR 1	*Each course of year 1 is offered in **each** period (C and D)*
JCB-MARK.1V-22 **10 ects**	**Marketing Playground** Marketing is not just about having a great product or service. It's about meeting consumers' needs, understanding what makes them tick, and speaking to them in the ways that make them want to engage. Therefore, understanding consumer behavior is a marketer's gold. And as we've seen time and time again, those who use it best, and align their marketing decisions to what the data tells them, are those who win. In this course we will focus on developing a good understanding of consumer needs and behaviour in relation to the key principles of the marketing discipline, so you will be able to positively contribute to marketing and marketing communications activities within your future professional field. You will apply the theories and concepts you learn in a marketing management simulation game, learn to recognize trends, understand your customers; based on this you will create your own marketing strategies and plans, define the product's positioning and branding, set objectives and KPIs, and implement marketing tactics using the full marketing mix. You will be empowered to make high-level strategic decisions to improve the position of your jeans brand. But you will also find out what the consequences of your decisions are. By playing multiple rounds in the game you can learn from that and improve. In the tutorials we will provide you with theory and practical activities which will allow you to develop the knowledge and skills necessary to add value to marketing practice.
JCB-HUB.1V-22 **5 ects**	**Challenging Human Bias** At Creative Business we take on a human-centred approach to creative problem solving. An important step in this approach is to become aware of biases and understand how they can impact our thoughts and decisions as we design solutions for others.

	'Challenging Human Bias' is a course that lays the foundation of human-centered thinking by inviting you to put yourself in the shoes of others to understand how unchecked biases can affect them. Unconscious bias are made visible in everyday solutions: the way a product, a service is designed can cater for one user but can also exclude another one. This course is also a journey of self-discovery as you will be invited to develop self-awareness by considering your blind spot - one's tendency to recognize that others are biased while failing to see how bias influences one's own thinking. Your ultimate challenge will be to think creatively and imagine a potential future in which biases in design are mitigated by innovative solutions.
JCB-RESDES.1V-22 **10 ects**	**Research Design** In this course, you will learn the fundamentals of doing applied research in Creative Business. This is an iterative process in which you continuously gather insights and empathize with different stakeholders. You will learn to become a researcher and design thinker – agile, innovative and creative. We take you through the basics of doing research, from unpacking a research problem to formulating specific research questions and selecting appropriate methods. Above all, the focus is on creating a solid research proposal that helps you to gather the best insights and provide value for the professional field. <u>Learning outcomes:</u> **1**. Empathizing with different target audiences and clients to provide focus and generate new insights for an applied research problem, **2.** Searching and using academic and professional literature to contextualize your research problem and justify your research methods (Applied research) **3.** Designing a research proposal with several research rounds, which incorporates different methods and sampling techniques), **4.** Applying an iterative approach as a design thinker (Lifelong Learning)
JCB-MECU.1V-21 **5 ects**	**Media Culture** Media Culture is an introduction to media studies, which focuses on the international media landscape. It offers students an overview of the cultural, social and historical concerns that matter when working in the contemporary media industry. Students reflect on their role as audiences, consumers and users of global media content. They analyze contemporary trends and conflicts in current media culture. Within class, students debate the social aspects of these new developments in the field of media and, by this, get a better understanding of the past and current media landscape, and how media are increasingly experienced and "lived" today. <u>*Learning outcomes:*</u>

	1. Critically assess information on media trends and innovations in the global media landscape, take a stand on a certain topic and defend your statement with multiple arguments, backed up by contemporary examples (critical thinking), **2.** Embed the defended statement in a global context by carefully outlining intercultural developments within the social, political and economic context of global media (intercultural excellence), **3.** Draw relevant conclusions from desk research to support your arguments, in which relevant (media) concepts and theories as well as (academic and popular) sources are embedded and present your findings in an accessible way (applied research).
YEAR 2	*All courses are offered in both periods (C and D)*
JCB-GLCAST.2V-20 **10 etcs**	**Tech4Good** Within this course, you will critically investigate sustainability challenges in a country from a foreign continent in a human-centered approach. After a thorough intercultural examination, you will select 1 or more challenge(s) you wish to solve through the means of Technology for Good. You come up with a strategic vision to define the right commercial entity and classify a digital Business model to show commercial excellence. You will think creatively and use Applied Research as you will operate within the Design thinking process to develop a Tech4Good solution and prototype, and in the end, you will question the limitations, your process, and your learnings as part of your lifelong learning and demonstrate your findings and insights in a Tech4Good Company booklet and Tech4Good showcase.
JCB- SOUND.2V-23 **5 ects**	**The power of sound** Sound is the shortcut to emotion — try to turn off the sound of a horror movie, game or a funny tv commercial and you'll lose all engagement. The influence that audio has on our experiences makes audio and sound equivalent (if not more powerful) to other sensorial experiences - and a key part of the equation when creating successful user experiences. With the use of masterclasses, hands-on activities, guest lectures from the industry and a real client brief you will learn to understand and apply the power of sound. How can we make use of this sensory force? How can we use audio to solve a business challenge? Which audio (format) speaks to which target audience? And how can we exploit audio for our communication? During the course you will obtain a full overview of all possibilities available to you in using sound for business. For the final assignment you will develop an audio strategy and present it in a video pitch, aimed at convincing the client and its stakeholders of your approach.

JCB-DATAVIS.2V-23	**Data visualizations**
5 ects	In this course you will learn to visualize complex data into clear data stories. The course focuses on the **design** and **communication** part of data visualization. You will learn how to approach the process of distilling a story out of your data, and how to pour it into an interesting visual data story. You'll explore different analogous and digital tools that can help you in this task.
	In this era of technology data is often collected in great amounts and only few people can make sense of this abstract and complicated data. However, there is a story to be found within this data and by using visuals to tell this story, you can ensure any type of audiences (whether it may be professionals, managers, strategists, users, readers, parents, children…) can understand the story behind the data. In class we offer a mixture of theory and practical classes, you will work together in learning teams with other students. You will work on your own individual projects but have support of your peers within your learning team.
JCB-IMMEX.2V-23	**Immersive Experience Design**
5 ects	In this course, students will learn to analyze, evaluate, and create immersive experiences that engage people in a story. Combining several areas of creative expertise, students will get a taste of what it's like to work as an experienced director, creative consultant, or story developer. Students will get familiarized with the history of experience design, its purpose and terminology, user-centered perspectives, building blocks, and the step-by-step process of strategically crafting a successful immersive and interactive experience. Students will create an immersive experience for a (fictitious) client to simulate the real-world environment by coming up with innovative and creative ideas designed to fit the client and users' needs.
JCB-MESTRA.2V-23	**Media Strategy**
10 ects	This course introduces you to key concepts and methods for creating an up-to-date media strategy to launch a global TV show in a chosen city. As a media strategist, you will focus on designing a transcreative brief with a crossmedia plan. This plan will be based on the city's socio-political background and first-hand data that you will gather by empathizing with a local audience. To

	ensure a successful launch, you will conduct a social media trend analysis to uncover relevant insights by using fundamental knowledge of media studies, communication, and marketing.
JCB-BRAND.2V-23 **5 ects**	**Brand Strategy** The Brand Strategy course prepares students to become brand strategists through hands-on learning and real-world case studies. Students will gain the skills and knowledge needed to lead conversations with clients about their branding decisions and create strong brands with real meaning. The course consists of tutorials twice a week, and students are expected to actively participate in workshop activities, discussions and some home exercise. With the knowledge and tools gained from this course, students will be equipped to make a real impact in the world of branding. Working with a real client, students will present their advice for approval and make changes that really matter. These skills are in high demand across all industries, from start-ups to corporations. With a deep understanding of brand strategy, students will be prepared for roles such as Brand Manager, Marketing Manager, and Product Manager, or even a Creative Strategist or Director.
JCB-INFAUD.2V-23 **5 ects**	**Influencing your Audience** We all want people to do things. Whether you want your customers to buy from you, your family to change their (over) consumption habit, or even your flatmate to clean up after themselves. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and behavioral science to motivate people to do the things you want them to do? This course aims to equip you with an understanding of the drivers of human behavior and with the necessary skills to apply these insights to impact decision making, engagement and choices. Via business cases, you will learn how to apply your newfound powers of persuasion ethically.
JCB-CONMAR.2V-23 **5 ects**	**Content Marketing**

	In Seth Godin's words, content marketing is the only marketing left. In this course, we will roll up our sleeves and learn how to market effectively using content - all while having fun creating a brief, crafting a content marketing strategy and then creating and publishing content on a chosen channel.
	If you're looking for a hands-on course where you get not only to learn, but to immediately apply your knowledge with real content, on a real channel, to a real audience, then choose Content Marketing as your elective.
	In this course we'll focus on creating great marketing content from both a strategic and creative perspective. You'll learn that great content wins with three different audiences - it creates value for customers, it gets distributed by digital channels, and of course it helps your client achieve their marketing objectives. You'll be armed with content theories, strategies and tools that'll help you win with all three of these audiences, run content beta-tests with them, and then make some tough trade-offs, because any content strategist knows what's good for one isn't always good for the others!
YEAR 4	
JCB-CIRCIN.3V-20 **5 ects**	**Circular Innovation** _period **C**_ Today's linear 'take, make, dispose' economic model transforms natural resources into one-time use goods, with very little thought to their reuse, recovery or regeneration. This linear system exposes both society and business to serious risks - exhaustion of resources, increasing volumes of waste and pollution, and threats to the welfare and wellbeing of our people and planet. Simply put: we are in urgent need of an inclusive and circular economy. In this course we explore the Circular Economy with a focus on Creative Business: **1.** Understanding the principles of circular design and how it differs from the linear 'take-make-use-dispose' model; **2.** Designing interactions between economy, society, and environment in creating circular closed-loop systems and services; **3.**Analysing the barriers and opportunities for transitioning from linear to circular systems and services. _You will learn to:_ Map a system including both tangible material flows and intangible interactions; Apply circular design; strategies in creating a circular system/service; Develop a feasible circular business model that benefits the environment, society and economy; Demonstrate a user-cantered approach in the development of a circular system / service.

JCB-AICREA.3V-19 **5 ects**	**Artificial Intelligence and Creativity,** *period C* Artificial Intelligence is embedding itself in every industry across the globe. If the last ten years were about building AI to help automate analytical and process-driven tasks, the next ten will be about building AI to augment creative workers across all disciplines. The field of computational creativity, or creative AI, is growing at a rapid pace. When machines become more intelligent, are humans freed to become more creative? New possibilities and partnerships between humans and machines are made possible. Our jobs, our art, and our society will change fundamentally due to automation and algorithms. Our students learn to think critically about the role of AI in creative business and the role of humans in the future job market. They learn to adopt a critical, social and ethical stance toward this technology. AI & Creativity focuses on how technology is changing what it means to be human.
JCB-GROWTH.3V-19 **5 ects**	**Growth Hacking,** *period D* *number of spots in this course is limited!* **A *very high level of discipline, independence and prior knowledge is required!*** Growth Hacking is an **advanced 4th year** course that demands a very high level of discipline and prior knowledge (Branding, Content Marketing, Consumer Behaviour, Human Cantered Design). Students will be working and learning in three tracks, a remote technical Growth Hacking training (professional certificate is part of the course), Remote consultation sessions (mandatory) and working with real life clients. The client work is approximately 8 hours per week during a full 8 weeks. Students will be executing real life experiments with their clients, analyze the data gathered and make future recommendations based on the data. Following the rapid growth of companies such as Booking, Facebook, Twitter and Uber, many people wanted to learn "how they did it". Some of the most successful startups managed to find unique ways to grow rapidly. A Growth-Team focusses on acquiring new customers, retaining them, engaging with customers and making customers return repeatedly. Just try to book something on Booking and you will see notifications such as: "This hotel was just booked by someone from country X" or "X number of people are looking at this hotel right now". These smart notifications are tested, optimized, tested again (etc.) by dedicated Growth Hacking teams who have the sole purpose to push customers through the next phase of the customer journey. Prepare for a fun, relevant and **workload intensive** course.