

MINOR INTERNATIONAL ADVERTISING

COURSE: CREATIVE RESEARCH

STUDY BURDEN & ECTS: Study burden 140 hours; 5 ECTS

CONTENT

Nowadays many companies are engaged in various surveys, when they seek to quantify the demand for their current and new products. These companies can obtain more information from their brand- and market research learning how to approach their customers, why these customers prefer a brand over other brands and how to promote their brand globally through print and digital media.

This course will help by discussions, analyzing different research methods, results and conclusions, literature, interpretation and explanation of the teachers, new insights in the field of market and brand research.

Knowledge without creativity is too static, no change can be expected. Creativity without knowledge is too weak, no effect can be expected.

This course includes a mixed variety of insights and related workshops regarding brand research. It is necessary for any marketer or brand expert to be informed of creative research methods for the acquisition of new knowledge. Different research methods have been added to this course and are single or in connection with each explained to

the center of consumers and brands to come in the rapidly changing landscape of contemporary practice and brands. Changes and different practice environments are leading within this minor in which also the global power of consumers is clear.

The course is time consuming/pressure cooking and has a high quality standard of the presented material by students.

COURSE GOAL AND LEARNING OBJECTIVES

The main course goal and learning objective of the course Creative Research is:

Brand- and market research learnings how to approach customers, why these customers prefer a brand over other brands and how to promote their brand globally through print and digital media.

By the end of the course you will have gained knowledge of:

- A. Supportive Research methods (quantitative, qualitative, research source, and organization of research)
- B. Marketing Theory and Methodology (use existing models related to):
 - a. Neuromarketing concepts
 - b. The role of intra and extra personal stimuli
 - c. Brand Mantra design

COURSE FACTSHEET

- C. Product- and Customer Mentality Typology (determining the neuro characteristics components, that are given to a product and its consumer on the basis of a specific brand and product promo)
- D. Brand - consumer & product fit (defining the relationship between these categories on the basis of models, examples from practice, and determining how a fit can be achieved or changed)
- E. Creative change (how the fit can be structured in a promotional campaign through the S.U.C.C.E.S. factors by Heath)
- F. Creative research and design (actual design of the search for the appropriate campaign and researching the best ways to perform the making of)
- G. Promotional campaign (presenting plenary, the promotional campaign, brand mantra, budget and risk analysis)

ASSESSMENT

The assessment contains of two parts:

Type of assessment	Weight	Minimum Grade
Test 1: Report (assignment 1 to 6 regarding promo 2)	50%	5,5
Test 2: Exam (theory and case study)	50%	5,5