

COM273e Creative Communication Strategies

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Creativity can be defined as “new and innovative ways of doing things” and encourages thinking “out of the box.” It avoids formality and logic and thereby engages the audience effectively. However, proper communication requires clarity and critical thinking. The requirements for creativity and communication seem to be contradictory. By communicating clearly to our audience, we may risk losing the factors that attract our audience. How to make our audience pay attention to us and make our messages memorable is a challenge to all strategic and corporate communication professionals.

This course guides students through the steps of creative communication strategies. The course introduces concepts and principles from Psychology, Visual Communication and Design Arts that serve as the foundation for creative communication. Students will learn to apply strategic creativity in strategic communication professions. At the end of the course, students will be capable of addressing communication strategies and creativity in campaigns developed in the new communication environment.

Topics:

- Elements of Creativity
- Techniques of ideation and brainstorming for the communication industry
- Application of creative mindfulness to the communication industry
- Strategic creativity for communication
- Steps of creative communication strategies
- Creative advertising strategies
- Guerrilla marketing communication
- Creative communication using traditional media
- Creative communication using outdoor media
- Creative communication using digital media
- Ethical considerations for creative communication
- Legal considerations for creative communication

Learning Outcome:

- Distinguish between critical and creative communication in the process of communication.
- Explain the elements of creativity and the creative process and recognise the roles of brainstorming and creative mindfulness in advancing communication.
- Apply the components of good communication to develop communication that is creative and engaging.
- Discuss the creative communication techniques in communications industries such as advertising, marketing, journalism, public relations and human resource management.
- Analyse the differences between online and traditional media and be mindful of the ethical and legal framework within which they operate within society.
- Write creatively using techniques such as brainstorming.
- Expand the scope of communication through divergent thinking.
- Develop effective communication skills that are effective, creative and engaging.
- Employ consumer-centric creative communication techniques in industries such as advertising, marketing, journalism, public relations and human resource management.
- Create communication plans in a digital era that puts consumer at the core of the communication process.
- Formulate creative communication strategies within the ethical and legal framework of society.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100