

Imagination, Creativity & Commerce

MARK 30550

Professor John F. Sherry, Jr.
Mendoza College of Business
MCOB 308A
jfsherry@nd.edu

Spring Semester 2017
Office Hours: TR 4:00-5:00
Phone: 631-9107
www.nd.edu/~jsherry/

Required Texts:

Creativity: The Psychology of Discovery and Invention (2013), Csikszentmihalyi
How to Re-Imagine the World (2007), Weston
The Ten Faces of Innovation (2005), Kelley

Recommended Texts* :

A Burglar's Guide to the City (2016),
Manaugh
Originals (2016), Grant
My Life With Things (2016) Chin
Appetite for Innovation (2016), Opazo
The Tides of Mind (2016) Gelernter
Inventology (2016), Kennedy
Altered States (2016), Osto
Wired to Create (2015), Kaufman &
Gregoire
How to Fly a Horse (2015), Ashton
The Misfit Economy (2015), Clay and
Phillips
The Innovators (2014), Isaacson
Creativity, Inc. (2014), Catmull
Powers of Two (2014), Shenk
Creative Confidence (2013), Kelley &
Kelley
Neuroscience of Creativity (2013),
Vartanian, Bristol & Kaufman
Inside the Box (2013), Boyd and Goldenberg

Explaining Creativity (2012) Sawyer
Ingenious (2012), Seelig
Creativity Rising (2012), Puccio et al
Storycraft (2011), Hart
Out of Our Minds (2011), Robinson
Enabling Creative Chaos (2009), Chen
The Routledge Companion to Creativity
(2009), Richards, Runco & Moger
The Everyday Activist (2007), Norton
This Is Burning Man (2004), Doherty
The Gateless Gate (2004) Yamada
Lateral Marketing (2003), Kotler and Trias
de Bes
The Creative Habit (2003), Tharp
A Whole New Mind (2005), Pink
Creating Minds (1993), Gardner
Mindfulness (1989), Langer
Creativity in Business (1986), Ray and
Myers
The Marketing Imagination (1983), Levitt

*Life-long learning, student-requested

Recommended Equipment:

Journal
Field notebook(s)
Colored pencils/markers/crayons

4 magazines (image-heavy & outside your traditional interest range)

Course Description:

(See <http://business.nd.edu/marketing/academics/> for elaboration)

This course will help you develop a rigorous approach to discovering and cultivating the creative capacity of individuals, organizations and cultures in the service of transcendent consumer experience. You will learn to engage your imagination in a holistic fashion, and apply it to a range of managerial challenges. We will awaken your dormant creative faculty through a host of experiential exercises. We will engage in problem *finding* as well as problem solving.

Learning Objectives

The conscientious, diligent and insightful student completing this course will be able to:

1. Identify the principal dimensions and stages of creativity;
2. Apply a portfolio of creative techniques in the service of problem finding and solving;
3. Implement a set of creative practices to develop and enhance personal imagination;
4. Cultivate a habit of mind that exalts curiosity and challenges the status quo;
5. Design organizational interventions to improve the creative responsiveness of work teams.

Policy and Procedure

Participation and Attendance: The class will observe a seminar-workshop-studio format. Because experiential exercises and group interaction are an integral component of our collective skill development, you are expected to prepare for and contribute to each session. Cultivating the imagination is a disciplined undertaking, despite the happy effects of serendipity. Continuous, timely preparation and intelligent verbal participation are essential for the course to succeed. Class work will complement, not duplicate, assigned reading, and thus will weigh significantly in your final evaluation. Use of laptops, notebooks, cell phones, music players, smart watches and other electronic devices is prohibited. Unsanctioned use of electronic devices is deemed a violation of the honor code, a breach of decorum, and a measure of contempt of scholarly community for which you will be banished. You will also be banished for an audible ringtone. You are obliged to abide by the Academic Code of Honor Pledge (<http://honorcode.nd.edu>).

Term Deliverables

Although you are building a portable skill bank of individual techniques, you will also exercise these skills within the context of dyads, groups and teams. Practical templates and grading rubrics will be presented and discussed in class.

Personal Creativity Portfolio (20%)

You will create an electronic archive of content and process that documents your engaged imagination throughout the course. Reactions to readings, responses to assignments, records of practical applications of creative insights, rejoinders to media provocations, ruminations in a variety of genres and reckonings of your evolution as a creative agent are among the exercises that comprise a PCP. Go Further! [Individual]

Dream Journal (20%)

You will chronicle your dreams, incubate focal issues during dreamtime, and meditate upon the relation and utility of the unconscious to waking creativity.
[Individual/10% for each part]

Creative Autobiography (10%)

In tandem with your partner, you will compose a creative autobiography, following the template provided in class. [Individual]

Immersive Activities (15%)

You will conduct three eclectic exercises to savor various dimensions of creativity:

- 1) Document the work/play space of creative individuals, and fashion your own contemplative altar; [Individual/5%]
- 2) Elicit and articulate the essence of a brand through applied poetics; [Individual/5%]
- 3) Produce an imaginative profile of a creative individual, firm, brand or movement using approved sources. [Group/5%]

Design Improvements (10%)

You will address an issue identified by the instructor 1) in the marketplace and 2) in the world at large that cries out for solution, and use creative principles to design an effective intervention for each. [Group/5% for each proposal]

Presentations (10%)

You will help the class to weaponize creativity by teaching us a technique that has not been previously addressed. [Group/5%] You will also craft a compelling story for a market offering identified by the instructor and mesmerize the class with your account [Group/5%]

Application of Readings (15%)

You will analyze the three required readings and apply your interpretations to a set of questions designed to help you translate creative insight into action. [Individual/5% for each book]

Co-facilitation (**judgment call influencer for borderline final**)

You will be a constructive and compassionate participant in class exercises and discussions throughout the semester, whether you are an extrovert, introvert, or ambivert. This includes conscientious idea notebooking as an interaction stimulus. [Individual]

You may also be required to evaluate your group members' contributions, using a confidential instrument to be submitted to the instructor.

Conferences:

You are invited to discuss course-related issues and interests with me during the office hours listed above. In the event that our hours conflict, an appointment for a mutually convenient time may be arranged after class.

I expect each of you to schedule a 15-minute individual meeting with me sometime in the first half of the semester during office hours. A sign-up sheet will be available beginning 1/17.

Course Schedule:

The following schedule indicates specific content areas to be addressed this quarter. Rigid adherence to this schedule is not anticipated. You may regard the timetable as tentative insofar as I intend to remain flexible enough to accommodate emergent personal interests that appear fruitful.

Session	Date	Topic	Prepare for Class Discussion	Assignment
1	1/17	Marketplace Creativity		
2	1/19	Integrative Thinking	<i>Creativity 1, Re-Imagine 1</i>	ECDC ZT sign-up
3	1/24	Play & Flow	<i>Faces 1, Re-Imagine 2-3</i>	
4	1/26	Mindfulness & Space	<i>Creativity 2, Re-Imagine 4-5</i>	Complete Creative Autobio
5	2/2	Inside the Box	<i>Faces 2, Re-Imagine 6-7</i>	Altars/environments due
6	2/7	Outside the Box	<i>Creativity 3, Re-Imagine 8-9</i>	Magazine Reflection
7	2/9	Lateral Thinking	<i>Faces 3, Re-Imagine 10-11</i>	Essence elicitation due
8	2/14	Zone Trip [ECDC]	<i>Creativity 4, Re-Imagine 12-13</i>	NO CLASS: COMP TIME
9	2/16	Metaphor & Bisociation	<i>Faces 4, Re-Imagine 14-15</i>	Super Bowl Advertising
10	2/21	Brainstorming I	<i>Creativity 5, Re-Imagine 16-17</i>	ECDC Reflection
11	2/23	Guest Speakers	<i>Faces 5, Re-Imagine 18-19</i>	
12	2/28	Archetypes & Dreams	<i>Creativity 6, Re-Imagine 20-21</i>	Speaker Reflection
13	2/23	Brainstorming II	<i>Faces 6, Re-Imagine 22-23</i>	<i>Voyage in Utopia</i> template
14	3/2	Ferity & Festivity	<i>Creativity 7, Faces 7-8</i>	Idea Notebook Audit
15	3/7	Zone Trip [Snite]	<i>Faces 9-10</i>	<i>Re-Imagine</i> assignment due
16	3/9	Presentations [Tech.]	<i>Creativity 8, Faces 11-12</i>	Dream Journal I due
	3/14;16	Spring Break		

17	3/21	Projective Tasking	<i>Faces</i> 13-14	Bring magazines to class
18	3/23	Brand Meaning/Design	<i>Creativity</i> 9	PCP Audit
19	3/28	Storytelling	<i>Creativity</i> 10	<i>Faces</i> assignment due
20	4/4	Storyscaping	<i>Creativity</i> 11	Imaginative profile due
21	4/6	Design Thinking	<i>Creativity</i> 12	
22	4/11	Customer Experience	<i>Creativity</i> 13	Design Improvement 1 due (Nike)
23	4/13	Servicescapes	<i>Creativity</i> 14	
24	4/18	Zone Trip [TBA]		<i>Creativity</i> assignment due
25	4/20	Re-story Retail		Design Improvement 2 due (Earth Day)
26	4/25	Ethics/Dark Side		
27	4/27	Presentations [Story]		Idea Notebook Due
28	5/2	Synthesis & Integration		Dream Journal II Due
	5/9??			Personal Creativity Portfolio due

Dates in **bold** meet in **Debartolo 316**