

# MKT3607: DESIGN THINKING AND CREATIVITY IN MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Design Thinking and Creativity in Marketing

### Subject Code

MKT - Marketing

### Course Number

3607

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

CB2601 Marketing

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to assist students to develop design thinking and creative thinking skills to face the challenges in today's complex and competitive business environment particularly in marketing. Various approaches and techniques in design thinking in marketing context, with emphasis in creative thinking in ideate stage, will be included.

#### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                     | Weighting (if DEC-A1 app.) |   | DEC-A2 | DEC-A3 |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|---|--------|--------|
| 1     | Describe the importance of creativity and design thinking in various aspects of marketing.                                                                                          |                            | x |        |        |
| 2     | Apply creative and design thinking skills in marketing decision making occasions to identify and design creative products and marketing solutions for a specific firm or situation. |                            |   |        | x      |
| 3     | Design and communicate innovative product ideas and creative marketing plans efficiently and effectively.                                                                           |                            |   | x      |        |
| 4     | Work productively and effectively with people who are creative in different levels and senses as a team.                                                                            |                            |   | x      |        |

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

#### Learning and Teaching Activities (LTAs)

| LTAs |          | Brief Description                                                                                                      | CILO No. | Hours/week (if applicable) |
|------|----------|------------------------------------------------------------------------------------------------------------------------|----------|----------------------------|
| 1    | Seminars | Students will engage with theories, concepts and different techniques of creative and design thinking will be covered. | 1, 2     |                            |

|   |                  |                                                                                                                                                                                                                                                                                                                             |            |  |
|---|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 2 | Class Discussion | Students will apply different theories and techniques in real and hypothetical cases in marketing. There will be a briefing on how they can be practised, a debriefing on what has been learned and how they can be applied in other situations, and a discussion of the results and processes in different student groups. | 1, 2, 3, 4 |  |
|---|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|

**Assessment Tasks / Activities (ATs)**

|   | ATs                                                                                                                                                                                                                                                                                                                                                                                                                           | CILO No. | Weighting (%) | Remarks ("- " for nil entry) | Allow Use of GenAI? |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------|------------------------------|---------------------|
| 1 | Individual Class Activities<br>Attend and participate in class discussions to gain knowledge and practice of the creative thinking skills, and learn how to apply them in various marketing situations.<br>Discussion includes raising questions in the class and after the presentations, and sharing of results and experience from the situations discussed in the classes. It is an assessment of individual performance. | 1, 2, 3  | 30            | -                            | No                  |
| 2 | Quiz<br>Examine students' understanding and application of knowledge of design thinking in various aspects of marketing.                                                                                                                                                                                                                                                                                                      | 1, 2, 3  | 30            | -                            | No                  |

|   |                                                                                                                                                                                                                                                                                     |            |    |   |     |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|---|-----|
| 3 | Group Project Presentation<br>Design and present the new product/ service/ business ideas orally within certain time limit and answer questions raised by the class. It is a group assessment with peer evaluation adjusting the group marks to be distributed among group members. | 1, 2, 3, 4 | 20 | - | Yes |
| 4 | Group Project Report<br>Explain the design of the new product/ service/ business ideas in written form. It is a group assessment with peer evaluation adjusting the group marks to be distributed among group members.                                                              | 1, 2, 3, 4 | 20 | - | Yes |

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Additional Information for ATs**

Regulation of the course: Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

**Assessment Rubrics (AR)****Assessment Task**

Individual Class Activities

**Criterion**

1. ABILITY to PRESENT and ANALYSE issues
2. CAPACITY to PARTICIPATE in class discussion

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Quiz

**Criterion**

ABILITY to APPLY design thinking knowledge in various marketing aspects.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Group Project Presentation

**Criterion**

1. ABILITY to communicate the plan in oral format
2. CAPACITY to COVER the main content and MANAGE the time
3. CAPACITY to ANSWER the questions raised

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

### Assessment Task

Group Project Report

#### Criterion

1. ABILITY to INTEGRATE major concepts
2. ABILITY to APPLY the concepts and develop a product plan
3. ABILITY to PRESENT the plan in written format

#### Excellent (A+, A, A-)

High

#### Good (B+, B, B-)

Significant

#### Fair (C+, C, C-)

Moderate

#### Marginal (D)

Basic

#### Failure (F)

Not even reaching marginal levels

## Part III Other Information

### Keyword Syllabus

Design Thinking; Prototyping; Ideate; Creativity; Brainstorming; SCAMPER; Mind Mapping; Creative Thinking.

### Reading List

#### Compulsory Readings

| Title |                                                                                                                                                               |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | "The Field Guide to Human-Centered Design", IDEO.org, 2015. <a href="https://designkit.org/resources/1">https://designkit.org/resources/1</a>                 |
| 2     | Lewrick, Link & Leifer (2018), "The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems", Wiley. |

#### Additional Readings

| Title |                                                                                                                                               |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Jeanne Liedtka (2013), "Solving Problems with Design Thinking: Ten Stories of What Works", Columbia University Press.                         |
| 2     | George Couros (2015), "The Innovator's Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity", Dave Burgess Consulting. |
| 3     | Tom Kelley & David Kelley (2013), "Creative Confidence: Unleashing the Creative Potential Within Us All", Crown Business.                     |
| 4     | Tom Kelly (2001), "The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm", Crown Business.                    |

|    |                                                                                                                                                                              |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5  | Tim Brown (2009), "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", Harper Business.                                                 |
| 6  | Marty Neumeier (2008), "The Designful Company: How to Build a Culture of Nonstop Innovation", New Riders.                                                                    |
| 7  | Roger Martin (2009), "The Design of Business: Why Design Thinking is the Next Competitive Advantage", HBR Press.                                                             |
| 8  | Jon Kolko (2015), "Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis", OUP.                                                        |
| 9  | Kurt Hanks (1998), "Rapid Viz : A New Method for the Rapid Visualization of Ideas", Crisp/ WKI.                                                                              |
| 10 | Don Norman (2013), "The Design of Everyday Things", Basic Books.                                                                                                             |
| 11 | Drew Boyd (2014), "Inside the Box: A Proven System of Creativity for Breakthrough Results", Simon & Schuster.                                                                |
| 12 | Youngme Moon (2011), "Different: Escaping the Competitive Herd", Crown Business.                                                                                             |
| 13 | Nigel Cross (2011), "Design Thinking: Understanding How Designers Think and Work", Bloomsbury Academic.                                                                      |
| 14 | Bruce Hanington (2012), "Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions", Rockport Publishers. |
| 15 | Luchs, Swan & Griffin (2015), "Design Thinking: New Product Development Essentials from the PDMA", Wiley-Blackwell.                                                          |