MKTG 2340 / 7340

Idea Generation and the Systematic Approach to Creativity

Fall 2023

Professor Gideon Nave

Schedule: Monday and Wednesday (1:45 PM / 3:30 PM)

Location: JMHH #270

1. Course Team

For any questions regarding the assignments and class materials, please use Piazza.

Professor: Gideon Nave

Office hours: Friday afternoon via zoom (by appointment).

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Teaching Assistant: Shannon Duncan smduncan@wharton.upenn.edu

Course Administrator: Karren B Ressler resslerk@wharton.upenn.edu

2. Overview and Objectives

The ability to solve problems creatively is a recognized standard of success—and plays an important role in gaining a competitive advantage in many areas of business management. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations.

The course includes:

- A review of the scientific literature on creativity, creative people, innovation, and design, as well as the leadership and management of creative people and innovation.

- Hands on learning of approaches for generating creative ideas systematically. Students will have the opportunity of implementing the techniques studied during class and in a group project.
- Familiarity with recently developed automated techniques that facilitate generation of creative ideas.
- Integration - Both via individual assignments and a group project, where interdisciplinary teams of students generate a creative product/service/customer.

3. Lectures

- Lectures start two minutes after the "official" time.
- Doors will be closed (no more entries) ten minutes after the "official" time.
- Lectures' length may vary (typically between 1 and 1:30 hours). If a lecture ends early, I will stay in class for informal discussion.
- Slides will be made available only AFTER each lecture.
- No use of electronic devices in class, unless specified otherwise.
- One guest lecture will be virtual (on zoom) and others will only be given in the earlier session (but they will be recorded and made available to view for those who cannot attend that session).

4. Grading Policy

- Attendance 5%
- Individual Assignments 20%
- Group assignments 20%
- Final Project presentation: 20% (peer evaluation)
- Final Exam 25%
- No additional "grade-improvement" for-credit assignment will be offered

5. Generative AI policy

Unless stated otherwise, you may use generative AI programs (e.g., tools like ChatGPT) to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may

also stifle your own independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Any plagiarism or other form of cheating will be dealt with severely under relevant Penn policies.

6. Attendance and participation (5%)

We monitor attendance passively (no need to do anything) beginning the third lecture (11/2/2023), and you can miss up to three lectures without a penalty.

To avoid being considered as "absent" from a given lecture, you can either:

- Attend class.
- Watch the recorded video lecture within a week of the lecture.

IMPORTANT: unless you have already missed more than three classes, please do not contact the course team regarding attendance.

7. Individual Assignments (20%)

There will be several individual assignments that include answering questions, and hands-on class exercises. The assignments will be available on Canvas and must be submitted individually.

Due On	Assignment	Grade %
Nov 15 11:59pm	Attribute Dependency	2 %
Nov 15 11:59pm	Multiplication	2 %
Nov 15 11:59pm	Division	2 %
Nov 15 11:59pm	Subtraction / Replacement	2 %
Nov 15 11:59pm	Task Unification	2 %
Nov 27 11:59pm	GPT exercise	10 %

8. Group Assignment (20%)

You will actively learn about the innovation process in a group project, where teams of 4 - 6 students work together on developing a new product/service.

Your homework assignments (20% of the course grade) involve the following deliverables, related to different intermediate products of the project:

Due On	Assignment	Grade %
Nov 8 11:59pm	Timely submission of group members on Canvas (if you are interested in being randomly assigned, please let us know by this date).	2 %
Nov 8 11:59pm	Submission of group name and product selection.	3 %
Nov 13 11:59pm	Breaking down product into internal and externals components and attributes. *	5%
Nov 13 11:59pm	Applying the attribute Dependency template using the Omnivati interface. *	5 %
Nov 20 11:59pm	Applying two more template of the remaining four: multiplication, division, subtraction, task unification. *	5 %

* Grading these tasks will be based on accurate application of the techniques learned in class, rather than how creative the resulting products are.

9. Final Project Presentation (20%)

During the last week of the course, you will present your project in class (7-minute presentation). Your presentation grade will be based on peer evaluation of creativity, usefulness and presentation quality.

10. Final Exam (25%)

The final exam be taken online, and it will be available between 6 AM EST 12/14/2023 and 11:59 PM on 12/15/2023. It will cover concepts presented in lectures, including guest lectures. This is an open-book, open notes exam, but it must be done individually (no open-internet!). The exam takes 1 hour. Please make sure that the SDS contact me if you need additional accommodation.

The exam's instructions will be posted online in advance, so you have a chance to ask questions before starting it.

11. Course Schedule

Date	Topic
October 23	**Course introduction** Syllabus and course outline. What is creativity? Creativity myths Recommended reading: Lemont, A.,"Shitty First Drafts"
October 25	**Systematic Innovative Thinking #1 (SIT): Introduction** Recommended reading: Goldenberg, J., Mazursky, D., & Solomon, S. (1999). Creative sparks. Science, 285(5433), 1495-1496.
October 30	**Neuroscience of Creativity** Professor John Kounios (Drexel University) Recommended reading: Kounios, J., & Beeman, M. (2014). The cognitive neuroscience of insight. *Annual review of psychology*, *65*(1), 71-93.

November 1	**Need-base innovation** Noam Schwartz, ActiveFence CEO A zoom lecture at 1:45 PM. Recordings will be available
November 6	**SIT #2: Attribute Dependency** <u>Recommended reading:</u> Goldenberg, J. & Schrift R.Y.,(2017), *Creative Connections: How Companies Innovate by Crafting New Links Between Attributes*
November 8	**SIT #3: Replacement and closed world, Advertising** Professor Rom Schrift, University of Indiana
November 13	**Managing creative people** Guest mini-lecture by Pilar Castro-Kilz (More Canvass, CEO) **SIT #4: Multiplication, Division, Subtraction, Task Unification** <u>Recommended Reading:</u> Goldenberg, J. & Schrift R.Y.,(2018) *Go Forth and Multiply: Unlocking Successful Innovation* <u>Recommended reading:</u> Goldenberg, J. & Schrift R.Y.,(2016), *Less Is More: How Industry Giants Like Apple and Philips Really Innovate*
	Creativity and AI Professor Christian Terwiesch, The Wharton School

November 15	**SIT #5: Multiplication, Division, Subtraction, Task Unification**
November 20	**Generative AI and creative writing – Part 1** Andrew Mayne, Open AI
November 27	**Generative AI and creative writing – Part 2** Andrew Mayne, Open AI
November 29	**Project Presentations #1**
December 4	**Project Presentations #2** **Course Wrap-up**