

## Course Outline

### Creative Thinkers Advertising, Marketing, Leadership and Creative Thinking 13<sup>th</sup>-17<sup>th</sup> July & 10-14<sup>th</sup> August 2015

Tailored for young creative thinkers

#### **Part 1- Marketing and Advertising Immersion**

##### **Introduction**

The purpose of this course is to start off young students with a passion for Advertising and Marketing to an exciting and engaged experience of this world. They will get an appreciation of the strategic thinking process that goes into developing marketing communications plans and creative ideas, while getting the opportunity to work on real brands.

##### **Expected outcomes**

1. This To understand how the interface between a Marketer and an Advertising agency works
2. To understand the structure and process of an Advertising agency
3. To understand integrated marketing communications channels and how they all work in synergy to optimise campaign results
4. How to develop a campaign big idea based on a deep understanding of Target Audience
5. How to develop inspiring creative briefs
6. The production process of advertising

## Topics

- Understanding Marketing and Advertising functions in the business context
- The premise of IMC campaigns
- Developing client brief
- Understanding the problem
- Developing the BIG IDEA
- Selling the BIG IDEA
- How ads are made- Field Trip

## Part 2: Leadership and Creative Thinking

### Introduction

The workplace has a growing demand for employees who possess strong leadership skills that go beyond traditional educational competencies. In addition, Africa today presents immense opportunities to young people with great leadership skills.

This course will equip you with the non-academic leadership skills that young people need in readiness for the marketplace and the opportunities that Africa presents. They will get an appreciation of how they can lead while still young and acquire skills that will distinguish them at the marketplace.

### Expected Outcomes

1. Each Identify themselves as leaders and understand ways youth can be leaders without titles
2. Understand own communication styles and how they can utilise communication as a tool for influence
3. Understand the value of proper communication and ways to improve their communication styles

4. Know their strengths, values and principles and understand the connection between values and decisions
5. Develop creative thinking capabilities
6. Become critical thinkers and problem solvers

## Topics

- Case for leadership: Understand the value of leadership and the role youth play in leadership
- Freed to be self: Develop self-awareness and break personal ceilings
- Communication as a tool of influence
- Creative Thinking & Innovation
- Critical Thinking and Problem Solving

## Methodology

Interactive and illustrative talks, case study projects and presentations, group discussions and field trip.

Students will be awarded a certificate of participation endorsed by the Advertising Practitioners of Kenya and Chartered Institute of Marketing.



Association of Practitioners in Advertising



CIM

The Chartered  
Institute of Marketing | KENYA

