



Algebra BIP Winter School

Module Specification

This module specification sets out the key information for a module designed by Algebra University, Croatia.

Module Title:	Creative solutions in branding
Module Code (Algebra):	N/A
CATS Credit Value:	6
ECTS Credit Value:	3
UG / PG:	UG
Year of study:	3 rd or 4 th year undergraduate
Name of Department at Algebra:	Department of Economics
This is a compulsory module for the following programmes:	N/A
This is an optional module for the following programmes:	-



1. Hours

Activity:	Total time spent (in hours) across the module:
Lectures	10
Independent Study	60
Seminars or Tutorials	20
Other (Please Specify)	-
TOTAL LEARNING HOURS	90

2. Module Content

Overview of the module content:

This module is designed to enable students to create simpler and complex pieces of content aligned with the previously set goals: e.g. content within marketing communication of a certain brand.

The objectives of this module are to enable students to:

- Understand factors that limit and influence their creative potential and expression
- Apply various tools to enhance own creative potential and expression
- Analyze various pieces of content and interpret the analysis
- Enhance own critical thinking and strategic content creation
- Choose an appropriate tool for brainstorming before the creation of content
- Understand storytelling postulates and apply them accordingly
- Create a basic story structure
- Create a basic fictional short story
- Create concepts for brands in line with the overall strategy
- Create pieces of content for brands in line with the overall strategy

The module enables students to enhance their creative potential and create relevant stories using various storytelling tools.

Students master different brainstorming and storytelling tools and techniques by acquiring the necessary theoretical knowledge and practical skills in the field of creativity and content creation.

Skills acquired can be applied in the field of brand and marketing communication as well as in the field of marketing content creation in general.



3. Learning Outcomes

The specific learning outcomes for this module are as follows:

Learning outcome no:	Description
LO1 Minimum	Evaluate different creative tools and techniques in line with a defined communication goal.
LO1 Desired	Design a creative concept using different creative tools and techniques in line with a defined communication goal.
LO2 Minimum	Analyse and interpret existing creative solutions: short story, comic book, film, video clip, music, poem and other creative products.
LO2 Desired	Analyse, interpret and recognize advantages in between different existing creative solutions and use them as an inspiration and foundation for own creative solutions.
LO3 Minimum	Interpret different storytelling techniques and creative solutions depending on various situations and for various brands.
LO3 Desired	Apply different storytelling techniques and create different creative solutions for a brand depending on various situations and/or parameters.