

Course Title: **Creative Ideation and Innovation**

Course Code: **MKTG868**

Descriptor Start Date: **02/03/2026**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Perspectives and insights into the role of radical, disruptive, and continuous innovation in marketing, as a function within sustainable competitive advantages for business, with two specific foci: Product development and sustainable commercialisation, within the context of the UN Sustainable Development goals.

LEARNING OUTCOMES

1. Critically evaluate the viability of a new product idea.
2. Analyse how companies select the most feasible new product/service ideas.
3. Collaborate to formulate a comprehensive innovation management plan tailored for small to medium-sized enterprises.
4. Identify and evaluate major milestones in project plans for piloting or launching new service/product ideas.
5. Evaluate the impact of various contextual factors on creating a sustainable competitive advantage through innovation design thinking.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Creative thinking :

- Thinking tools and Frameworks
- The role of creativity and innovation in business

design thinking

- Introduction to the 5-stage model
- Tools, frameworks and business templates

Product and Service Invention and Innovation:

- Innovation strategies for global business enterprise (including crowdsourcing and AI)
- Idea expression
- Feasibility of new products

Product Piloting:

Patents, prototypes, pilots

- Agile & lean business models

Project Management:

- Gantt charts
- 7-Stage Implementation/launch models

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Presentation simulation (Individual)	25.00	1, 2
Proposal for games day (Group)	30.00	3, 4
New product trade display (Individual)	45.00	4, 5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

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Principal Programme: **AK1045, Master of Marketing**

Related Programme/s: **AK1046 PgDipMktg, AK1090 MBM, AK1091 PgDipBM, AK1070 PgCertBusSt**

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