

1. BASIC DETAILS

Course	Neurocreativity
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	3 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

Students in this course will study concepts such as attention, memory, emotions and motivation, and the way in which these elements influence consumer perception and behaviour. Creative techniques that can make good use of this knowledge to create more impressive and memorable advertising messages will also be explored. At the end of the subject, students will be equipped with a sound knowledge of how the human brain works and how to use this understanding in order to improve the creativity and effectiveness of advertising campaigns.

Students will also learn how to work as a team and collaborate on projects, which will allow them to develop communication and teamwork skills, as well as gain experience in project management and decision-making.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

Specific skills (CE, by their acronym in Spanish):

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.

Learning outcomes (RA, by their acronym in Spanish):

RA1: Know the most important techniques for developing creativity. Understand the creative thinking processes used in brain stimulation and activation.

RA2: Tackle creative briefings using these tools.

RA3: Manage body and gestural communicative movements that have a determinant influence on public presentations and communications

RA4: Know and use the latest advances in neuroscience applied to creativity.

Skills	Learning outcomes
CB2, CT2, CE30	RA1
CB2, CT2, CE30	RA2
CB2, CT2, CE30	RA3

4. CONTENTS

- Knowledge and use of creation techniques applied to advertising (brainstorming, 7 hats, investment, dramatisation, insights, forced analogy)
- Use of neurocreativity techniques such as body scanning, projective drawing, Googlestorming, storytelling and deep concentration to improve storytelling ability.
- Advances in technology and neuroscience applied to creativity.
- Use of emotional neurointelligence to create personal brands.
- Creative advertising processes. Use of individual and group techniques to carry out real advertising pieces.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	13
Asynchronous lectures	5
Debates and discussions	15
Case study analysis	5

Problem-solving	5
Drawing up reports and written work	12
Group tutorials	5
Independent working	15
TOTAL	75

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Reports and written work	10.0
Case study/problem scenario	20.0
Performance observation	30.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Pulido, R. (2018). Neuromarketing: Cómo entender el cerebro del consumidor. ESIC Editorial.

Fernández, A. (2019). La creatividad publicitaria desde la neurociencia. Editorial UOC.

Delgado, M. (2019). La mente del comprador: Neuromarketing y comportamiento del consumidor. ESIC Editorial.

Chamorro-Premuzic, T. (2019). El talento nunca es suficiente: Descubre las elecciones que te llevarán más allá de tu talento. LID Editorial.

Toledo, L. (2020). La creatividad en la publicidad y el marketing: Una aproximación multidisciplinar. Editorial UOC.

Medina, J. (2018). El cerebro del niño explicado a los padres. La Esfera de los Libros.