
INNOVATION, CREATIVITY AND MARKETING

HMT 202 Innovation, Creativity and Marketing**3.0 UNITS**

This course focuses on factors that contribute to creativity and innovation within organizations. The course includes experiential methods, case studies, workshops, team projects, guest speakers, and readings. Students are encouraged to try new approaches to creative problem solving in many different environments. Each class will focus on different variables related to creativity, such as team dynamics, creativity under pressure, or managing creative individuals.