Graduate Elective in

Creative Problem Solving Applications in Business

- Discover your innovation potential
- Solve marketing problems creatively, effectively, and efficiently
- Learn techniques and develop skills you can use now to go to market differently
- Explore your natural creativity and differentiate yourself in the marketplace
- Leverage the creative process to produce inspired decisions and actions in your work and personal life

May 15-19, 2020
Friday - Tuesday
8:30am - 6pm (1:30 Tuesday)

Register for MKTG 8900/02
Contact btaylor@kennesaw.edu

This intensive, 5-day, 40-hour seminar provides hands-on experience in marketing innovation and creativity. Industry experts guide you through creative processes with exercises, presentations, and competitions. Course deliverables are due after the in-class experience. Participation in all 40 contact hours is required.

(3 semester hours — Prior participants are not eligible to enroll)

Endorsed by Dean, Robin Cheramie, Ph.D.
Coles College of Business

See what AT&T, Coca-Cola, BBDO South, Ogilvy & Mather, High Museum, Southern Company, Assurant and leading university business schools have experienced from this world-class team of business innovation experts.

For Additional Information, contact btayl132@kennesaw.edu or lvardis@kennesaw.edu

Kennesaw State University
Coles College of Business