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Advertising and Marketing Communications

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WHAT IS CREATIVITY
Creativity is a multifaceted global phenomenon. Creativity requires both Originality and Effectiveness. When the idea is novel, unique, and unusual it is an original idea. And at the same time if the idea is useful, fit, and appropriate it is effective as well.

WHY IS CREATIVITY IMPORTANT
Being creative in day to day life helps you become a better problem solver. Your creative thinking makes you look at the problem from a different angle, you approach the problem differently.

HOW CAN YOU BE CREATIVE
Does the Sheridan program help you to be creative? Well, the curriculum is designed to be creative in every stage of the program, you’ll be practicing creativity throughout the academic program and it becomes a part of your everyday problem-solving.

WHO CAN BE A CREATIVITY PERSON
Anyone and everyone can be. And we are all creative in certain ways, sometimes in a mysterious way. What you do to develop your creativity next level makes you different from others.

WHEN AND WHERE TO BE CREATIVE
There is no particular time to be creative, there no particular place you have to be creative, the trick is to be as creative as possible all the time everywhere. Use your creative thinking in everything you do, you’ll start seeing the difference.

ADVERTISING AND MARKETING COMMUNICATIONS
Advertising needs creativity, what about marketing? Marketing is the perfect amalgamation of innovative ideas and imaginative brilliance that will help you carve a groundbreaking path for your campaign by designing creative, communicative elements that appeal to a varied demographic. This is the reason why Sheridan crafted the Advertising and Marketing Communications program to emphasize creativity because it is essential to the business method of understanding, predicting, and meeting the needs and wants of our future customers.

References