Course : Marketers: developing your creativity

Unleash your creative potential to excel in marketing

Practical course - 2d - 14h00 - Ref. CMK

Price : 1360 € E.T.

Dans un environnement en constante évolution, les marketeurs doivent sans cesse renouveler leurs idées pour optimiser ou créer des offres innovantes. Ils sont en première ligne du management des offres de produits, de services, de parcours et d'expérience client. Développer leurs aptitudes créatives devient un levier stratégique ainsi qu'un atout majeur. Cette formation vise à stimuler leur capacité d'idéation en intégrant les apports de l'intelligence artificielle (IA) pour créer des contenus originaux tout en préservant l'authenticité de la marque.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify the conditions in your environment that are conducive to creativity
- Equip yourself with the tools, methods and practices needed to nurture a spirit of innovation in the development of your offers.
- Evaluate and sort your ideas wisely
- Integrate AI-enhanced creativity to stimulate ideation and enrich ideas

Intended audience

Marketing directors, marketing project managers, digital marketing managers, product managers.

Prerequisites

No

Practical details

Exercise

Theoretical input and practical exercises.

Course schedule

PARTICIPANTS

Marketing directors, marketing project managers, digital marketing managers, product managers.

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Understanding the forces of creativity

- How the brain works.
- The differences between imagination, creativity, serendipity, illumination, ideation, invention and innovation.
- Creativity: a gift or a skill to be acquired?
- Blocking factors.
- Facilitators.
- Prerequisites in knowledge, interpersonal skills and know-how.
- Les principaux processus : définition, focalisation, production, sélection, divergence et convergence.

Exercise
Creativity tests.

TERMS AND DEADLINES
Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES
Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

2 Enhance your knowledge and interpersonal skills

- Develop openness, listening, observation, curiosity, irrationality and flexibility.
- Develop your imagination.
- Exercise lateral thinking.
- Increase your ability to materialize your ideas.
- Optimize your daily environment.

Exercise
Games to stimulate lateral thinking.

3 Multiplying ideas

- The principles underlying the tools.
- Factual analogies.
- Morphological matrices and mind maps.
- Discovery dies and crushing.
- Reversal, the worst-case scenario.
- Random stimuli.
- Defectology, sensory embodiment and autopsy.
- Artificial intelligence tools: ChatGPT, Midjourney, DALL-E, Copy.ai...

Exercise
Testing creativity tools on practical cases.

4 Evaluate, select and present the best ideas

- The work of transforming raw ideas.
- Tools for evaluating and classifying ideas: the six hats, grids, tests...
- Artificial intelligence (AI) tools: ChatGPT, Jasper AI, H2O.ai, Google Cloud AI...
- Tools for presenting ideas: the concept and the PPCO matrix (Plus - Potential - Fears - Options).

Exercise
Pitch an idea.

Dates and locations

REMOTE CLASS
2026 : 28 May, 8 Oct.

PARIS LA DÉFENSE
2026 : 21 May, 1 Oct.