THE OPEN UNIVERSITY OF SRI LANKA
BMSHons in Marketing Management Degree Programme
LEVEL 3 -SEMESTER 02
ACADEMIC YEAR: 2023/2024
MMU3302 – CREATIVE MARKETING
Deadline: Thursday, 25th of July 2024 (8.00pm)
Take Home Assignment 1

Read the instructions carefully before attempting the assignment.

- Late Assignments will NOT be accepted.
- The answer should be written in a Microsoft Word file and converted into PDF.
- (***) Plagiarizing will result in a zero mark.
- **PDF file of the answer should be uploaded to the OULMS Dropbox on or before the deadline (Don't send the assignments to email addresses).**

You are required to write reflective journal entries on two sessions from the course: **"Powerful Creative Thinking and Problem Solving"** and **"Film Reading and Visual Literacy."** These reflections will help you internalize and apply the concepts discussed in these sessions.

1. **Reflective Journal Entry on Powerful Creative Thinking and Problem Solving Session:**

   - Reflect on the session about powerful creative thinking and problem-solving.
   - Write a 500-word journal entry that includes:
     - A summary of the key concepts learned from the session.
     - Your personal insights and thoughts on how these concepts can be applied in real-life scenarios, such as tackling academic challenges, handling personal projects, or addressing everyday problems.
     - A discussion of a creative thinking or problem-solving technique that you found particularly useful. Describe a real-life challenge you have faced or might face and how you would apply this technique to solve it.
     - An exploration of how these creative thinking and problem-solving skills can contribute to the creative economy. Discuss how innovation, creativity, and problem-solving can drive success in creative industries such as media, arts, design, technology, and entertainment.

(50 Marks)

2. **Reflective Journal Entry on Film Reading and Visual Literacy:**

   - ❖ Reflect on the session about film reading and visual literacy.
   - ❖ Write a 500-word journal entry that includes:
     - A summary of the key concepts learned from the session.
     - Your personal insights and thoughts on how these concepts can be applied in real-life scenarios, such as interpreting visual media, enhancing presentations, or improving visual communication skills.
     - An analysis of a film or short film that you think demonstrates these concepts. Discuss how the visual and thematic elements influenced your understanding and perception.

(50 Marks)

Submission Guidelines:

- **Length:** Each journal entry should be approximately 500 words, for a total of about 1000 words.
- **Formatting:** Refer to the Assignment Policy and follow the formatting guidelines outlined in it.

Note: What is a Reflective Journal Entry?

A reflective journal entry is a personal record of your thoughts, experiences, and insights related to a specific topic or activity. It involves critically analyzing and reflecting on what you have learned, how you feel about it, and how it can be applied in practice. Reflective journal entries are not just summaries; they are thoughtful engagements with the material that help you deepen your understanding and make connections to your own experiences and future applications.