

## **DO MARKETING CLASSES FOSTER STUDENT CREATIVITY?**

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### **Abstract**

As calls for developing the ability of business students to think creatively and develop innovative goods and services have become universal, researchers in the area of creativity have expressed concerns that the U.S. educational system may not foster creative thinking at the K-12 and post-secondary education levels. Our research examines whether students enrolled in marketing courses taught by three different professors at two universities believe that they were encouraged to think creatively in their marketing courses. The results of our study are compared to those of Driver (2001) who developed a scale to measure the extent to which students believe that creativity is encouraged and rewarded in their classes. The students in our sample rated the classroom environment in their marketing courses as being less conducive to creativity than the students in Driver's study. Our study includes recommendations for enhancing the classroom environment so as to foster the students' creative thinking process.

References available upon request