

MARKETS, INNOVATION & DESIGN (MIDE)

MIDE 243. Social Media for Managers. 1 Credit.

Offered Alternate Fall or Spring; Lecture hours:3

Exposes students to the opportunities and challenges that managers face in using social media tools for internal collaboration, marketing and outreach, and new product development. Prerequisite: seniors and non-management majors must have permission of the instructor.

MIDE 300. Markets, Innovation, and Design. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

A survey of the relationships among marketing, innovation, and design. Students will practice various approaches to creative and innovative thinking. Prerequisite: MGMT 201 or permission of the instructor.

MIDE 301. Understanding Consumers. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

A toolbox of research methods for understanding consumer behavior with appropriate exposure to philosophical and theoretical underpinnings of various approaches. Prerequisite: MGMT 201 or permission of instructor.

MIDE 302. Design Realization. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

Implementation of creative techniques for exploring ideas and transforming ideas into appropriate mediums for communication. Includes creative ideation, sketching, digital and physical modeling. Prerequisites: MGMT 201 and MIDE 300.

MIDE 303. Entrepreneurship. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

Focuses on how to evolve an idea into an enterprise that generates economic, social, or aesthetic value in society.

MIDE 304. Marketing Management. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

Integrating learned knowledge, students practice making marketing-related decisions through case analysis of various business scenarios. The predominant emphasis is on drawing together disciplinary experiences and providing a more coherent appreciation of the major's academic discipline. The educational goals of the class focus on critical, analytical, and synthetic thinking.

MIDE 305. New Product Development. 1 Credit.

Offered Alternate Fall or Spring; Lecture hours:3

Study and application of innovation in product development. Learning is tied to a semester project which explores opportunities, value, brand, positioning, market and customer needs. Prerequisite: MGMT 201 or permission of the instructor.

MIDE 310. Independent Study in Markets, Innovation, and Design. .5-2 Credits.

Offered Either Fall or Spring; Lecture hours:Varies; Repeatable

Individual study or projects, supervised by instructor. Prerequisite: permission of the instructor.

MIDE 315. Special Topics in Markets, Innovation, and Design. .5-1 Credits.

Offered Either Fall or Spring; Lecture hours:Varies; Repeatable

A seminar on selected topics in marketing, innovation, and design. Prerequisites: MGMT 201 and permission of the instructor.

MIDE 330. Innovating Organizations. 1 Credit.

Offered Alternate Fall or Spring; Lecture hours:3

Looking at cases of success and failure, we will examine innovation's many inputs and innovations from standard managerial and corporate policies. How do organizations become innovative? Are there attractive or worthwhile practices or organizational structures that current companies overlook? Prerequisite: MGMT 101 or permission of the instructor.

MIDE 343. IS Project Management: If We Can Build It, Will They Come?. 1 Credit.

Offered Alternate Fall or Spring; Lecture hours:3

Investigates the methods, tools, and techniques used to analyze and develop organizational information systems. Experiential focus includes feasibility analysis, identifying and modeling business requirements, and managing the systems development life cycle.

MIDE 375. Should We Start This Company?. .5 Credits.

Offered Alternate Fall or Spring; Lecture hours:2

Project centered course in entrepreneurship, generating new business ideas, and product or service design and development through business planning. Prerequisite: permission of the instructor. Crosslisted as UNIV 375 and ENGR 375.

MIDE 382. Predictive Analytics. 1 Credit.

Offered Alternate Fall or Spring; Lecture hours:3

Study and application of analytical methods for large scale datasets. Topics include clustering and classification methods, and association rules. Prerequisite: MGMT 102 or MATH 216 or equivalent.

MIDE 383. New Product Development. 1 Credit.

Offered Occasionally; Lecture hours:3

Study and application of innovation in the product development process. Learning is tied to a semester-long project which explores identifying opportunities, value analysis, brand strategy, product positioning, market needs, customer needs, and team management. Prerequisite: permission of the instructor.

MIDE 387. Impact! Exploring Innovation. 1 Credit.

Offered Either Fall or Spring; Lecture hours:4

The goal of innovation is POSITIVE CHANGE, to make someone or something better. This class will examine innovation from an interdisciplinary and integrative perspective. We will explore both what makes something innovative and how innovation happens. Prerequisite: Permission of the instructor. Crosslisted as MECH 480 and UNIV 380.

MIDE 390. Honors Course in Markets, Innovation, and Design. 1 Credit.

Offered Either Fall or Spring; Lecture hours:Varies; Repeatable

Special and independent studies for Markets, Innovation and Design majors selected under the guidelines of the school and the University Honors Council. Honors thesis required. Prerequisites: nomination by the school and permission of the instructor.