

# MARKETS, INNOVATION & DESIGN (MIDE)

---

**MIDE 220. Building an Innovative Character. 1 Credit.****Offered Either Fall or Spring; Lecture hours:3**

This course will introduce students to some of the habits, skills, and knowledge that make up an innovative character. In particular, students will practice their powers of observation, develop creative confidence, embrace ambiguity, fail forward, and develop a deeper sense of empathy. Taught by interdisciplinary teams of faculty across colleges.

**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 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 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. Crosslisted as MGMT 382.

**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.