

MARKETS, INNOVATION & DESIGN (MIDE)

MIDE 201. Marketing. 1 Credit.

Offered Either Fall or Spring; Lecture hours:3

Introduction to principles of marketing. Examines how organizations facilitate exchange relationships by customers' needs and wants. Explores the intricacies of identifying and establishing market positions and understanding consumer behavior.

MIDE 215. Special Topics in Markets, Innovation, and Design. 1 Credit.

Offered Fall, Spring or Summer; Lecture hours:3; Repeatable

A seminar on selected topics in marketing, innovation, and design.

MIDE 300. Markets, Innovation & 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: MIDE 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: MIDE 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: MIDE 201 and MIDE 300.

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. Prerequisite: MIDE 201 or permission of the instructor.

MIDE 310. Independent Study in Markets, Innovation & 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 312. Digital Marketing. 1 Credit.

Offered Occasionally; Lecture hours:3

The course examines the overall digital marketing strategy, as well as the specific implementation and executional considerations of digital marketing plans. It provides a detailed understanding of all digital channels and platforms.

MIDE 314. Topics in Markets, Innovation & Design (.5 course credit). .5 Credits.

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

A seminar on selected topics in marketing, innovation and design.

MIDE 315. Advanced Topics in Markets, Innovation and Design (1 course credit). 1 Credit.

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

A seminar on selected topics in marketing, innovation and design.

MIDE 390. Honors Course in Markets, Innovation & 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.