TECHNOLOGY MANAGEMENT: CONSUMER-CENTRIC INNOVATION AND DESIGN, MS

for the Master of Science in Technology Management, Consumer-Centric Innovation and Design concentration

This concentration equips students with a robust combination of design, data, development, and branding skills that are essential for fostering innovation driven by consumer needs. By blending creative, analytical, and strategic approaches, students will be prepared to excel in industries where consumer satisfaction and engagement drive success.

This concentration requires twelve graduate hours. Successful completion of the concentration assumes certain knowledge of business and prior coursework.

Admission to the concentration requires enrollment in a specified Gies College of Business graduate program.

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Code	Title	Hours
Select 12 hours from the following		
BADM 525	New Product Development	4
BADM 526	Consumer Analytics: Theory and Practice	4
BADM 527	Brand Management	4
BADM 578	Human-Centered Design/Design Thinking/ User Experience Design	4
Total hours		**12**

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Learning Outcomes

1. UI/UX Design:
   a. In today's digital age, user interface (UI) and user experience (UX) design are essential for creating intuitive, user-friendly products and services. This course equips students with the skills to understand better how design interfaces optimize consumer interactions and satisfaction. From apps to websites and physical products, UI/UX design is integral to making sure products meet the evolving needs of users – whether as consumers or active co-creators.
2. Consumer Analytics:
   a. Understanding consumer behavior through data is crucial for decision-making in modern businesses. Consumer Analytics provides students with the tools to gather, interpret, and apply consumer data to inform product development, marketing strategies, and brand positioning. This course empowers students to leverage data-driven insights to anticipate consumer needs and trends, thereby improving product-market fit and enhancing customer satisfaction.
3. New Product Development:
   a. The ability to develop innovative products that meet consumer demands is essential for business growth. This course focuses on the entire product development lifecycle, from idea generation to commercialization, with a focus on creating products that solve consumer problems or enhance their experiences. Students learn how to apply design thinking, collaborate across teams, and rapidly prototype solutions that reflect consumer-centric innovation.
4. Brand Management:
   a. A strong brand can differentiate products in a crowded marketplace and foster consumer loyalty. This course teaches students the strategies behind building and managing brands that resonate with target audiences. By understanding the emotional and psychological components of branding, students will be equipped to create brand narratives and identities that align with consumer values, enhancing both consumer trust and business success.

Overall, this concentration equips students with a robust combination of design, data, development, and branding skills that are essential for fostering innovation driven by consumer needs. By blending creative, analytical, and strategic approaches, students will be prepared to excel in industries where consumer satisfaction and engagement drive success.

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