

# DE SOLE SCHOOL OF BUSINESS INNOVATION

- Advertising and Branding (<https://catalog.scad.edu/de-sole-school-business-innovation/advertising-branding/>)
  - Advertising and Branding, BA (<https://catalog.scad.edu/de-sole-school-business-innovation/advertising-branding/advertising-and-branding-ba/>)
  - Advertising and Branding, BFA (<https://catalog.scad.edu/de-sole-school-business-innovation/advertising-branding/advertising-and-branding-bfa/>)
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- Social Strategy and Management (<https://catalog.scad.edu/de-sole-school-business-innovation/social-strategy-management/>)
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## Advertising and Branding

### ADBR 150 Introduction to Advertising: Concept to Content (5 Credits)

Every great campaign begins with an idea that sparks the creative process. Equipped with a clear understanding of strategy, audience and brand purpose, students leverage industry trends and begin to concept these big ideas. Guided by the brand brief, students practice skills of copywriting and art direction to execute original solutions to brand problems.

**Attributes:** Studio Elective Requirement

### ADBR 205 Creative Production for Brand Content (5 Credits)

Development of prototypes is the first step in realizing innovative advertising concepts. Through exploration of industry-standard production workflows and technology, students hone their concepting and ideation processes and produce a variety of compelling branded content.

**Prerequisite(s):** DIGI 130 or CMPA 110.

**Attributes:** Studio Elective Requirement

### ADBR 212 Typography for Brand Presence (5 Credits)

Successful communication of brand experiences includes expertly crafted typographic voice. In this course, students explore the essentials of typography as they apply to advertising, learning how to strategically incorporate typographic elements to create dynamic solutions.

**Prerequisite(s):** ADBR 150 or ADVE 130.

**Attributes:** Studio Elective Requirement

### ADBR 252 Art Direction: Visual Brand Storytelling (5 Credits)

Brand storytelling drives engagement by connecting consumers with the ethos of a brand. Students explore the essential skills art directors need to craft powerful campaigns that resonate with consumers through storytelling, visual design and strategic problem solving.

**Prerequisite(s):** (ADBR 150; ADVE 130 or BREN 200) and (ADBR 205; ADVE 201; ADVE 300; GRDS 205; ADBR 212 or ADVE 207).

**Attributes:** Studio Elective Requirement

### ADBR 255 Brand Experiences in Interactive Environments (5 Credits)

Successful brands offer experiences that engage their consumers beyond the use of products and services. In this course, students explore the ecosystem that surrounds branded interactive content and create interactive solutions that enable engagement between brands and audiences.

**Prerequisite(s):** ADBR 205; ADVE 201; ADVE 300; GRDS 285; ITGM 357 or ITGM 353.

**Attributes:** Studio Elective Requirement

### ADBR 304 Copywriting: Inventing the Brand Personality (5 Credits)

Copywriters give voice and personality to brands. This course surveys how copywriters use written and verbal communication to create and express authentic brand personalities. Students learn fundamental ideation techniques as well as the basics of brand voice development and cohesive campaign writing.

**Prerequisite(s):** (ENGL 123 or ENGL 193) and ADBR 150.

### ADBR 305 Brand Innovation: From Physical to Virtual (5 Credits)

Innovative brands engage with their customers through solutions that respond to the user. From packaging and mobile applications to virtual experiences and gaming, multi-platform strategies are the keystone for today's most recognized brands. Students approach the world of brand engagement through a multi-platform perspective and design innovative solutions, from physical to virtual.

**Prerequisite(s):** ADBR 205; ADVE 201; ADVE 300; ITGM 357 or ITGM 353.

**Attributes:** Studio Elective Requirement

**ADBR 311 Building the Brand Strategy (5 Credits)**

Strategy is the compass directing creative brand solutions. In this course, students merge an understanding of the brand, its purpose and target audience to reveal insights and create meaningful briefs that propel compelling solutions. Students study the strategist's role as a catalyst for creativity across agency departments.

**Prerequisite(s):** (SDS 215 or IDUS 215) and (ADBR 252; ADVE 304; ADBR 304 or ADBR 254).

**ADBR 312 Art Direction: Typography and Persuasive Design (5 Credits)**

Sophisticated brand communication requires a symbiotic relationship between language and design. In this course, students expand their understanding beyond the fundamentals of typography to produce visually stimulating and emotionally engaging brand messages that captivate and persuade audiences across platforms.

**Prerequisite(s):** (GRDS 205; ADBR 212 or ADVE 207) and (ADBR 252 or ADVE 304).

**Attributes:** Studio Elective Requirement

**ADBR 314 Copywriting: Brand Voice Across Platforms (5 Credits)**

Advancing copywriting principles across various platforms, students produce a consistent brand voice that enthusiastically engages the target audience at multiple touchpoints. Students learn to combine creative strategy, conceptual ingenuity and the written word to take brand stories into captivating campaigns.

**Prerequisite(s):** ADBR 304 or ADBR 254.

**Attributes:** Studio Elective Requirement

**ADBR 332 Art Direction: Advanced Visual Integration (5 Credits)**

Students synthesize their art direction skills to create sophisticated campaigns that stimulate, delight and surprise target audiences. With an emphasis on brand voice, adaptive problem solving and immersive storytelling, students engage a target audience and solve a brand objective.

**Prerequisite(s):** ADBR 312 or ADVE 323.

**Attributes:** Studio Elective Requirement

**ADBR 334 Copywriting: Immersive Brand Narratives (5 Credits)**

Students refine their copywriting skills, developing campaigns that forge deeply enriched connections between brand and audience. They create immersive brand narratives and synergistic stories that generate participation across platforms.

**Prerequisite(s):** ADBR 314 or ADVE 321.

**Attributes:** Studio Elective Requirement

**ADBR 335 Creative Technology: Engineering Brand Experiences (5 Credits)**

Creative technologists create connections between diverse platforms and technologies to facilitate dynamic brand engagement. In this course, students conceptualize and build imaginative ideas grounded in technology as they learn project roles, workflows and platforms for developing innovative branded content.

**Prerequisite(s):** ADBR 305; ADVE 353 or ADVE 451.

**Attributes:** Studio Elective Requirement

**ADBR 341 Designing the Brand (5 Credits)**

Campaigns define the way people think about and experience a brand's presence. In this course, students conceive the overarching visual look, tone and personality of a brand. They create campaigns to launch new brands or refresh and reposition established ones.

**Prerequisite(s):** (SDS 215 or IDUS 215) and (ADBR 252 or ADVE 304).

**Attributes:** Business-focused elective

**ADBR 351 Popular Culture in Advertising (5 Credits)**

In this studio course, students explore the ongoing relationship between advertising and popular culture. Through research and project execution, students experience how advertising can be shaped by the emerging trends, desires and fantasies of the very target groups it seeks to persuade. Students also learn about and create campaigns designed to start new trends based on a specific, or projected, cultural climate.

**Prerequisite(s):** ADBR 252 or ADVE 304.

**Attributes:** Studio Elective Requirement

**ADBR 352 Art Direction: Branding through Photography (5 Credits)**

From previsualization to post-production, art directors and photographers collaborate to successfully capture a brand's creative vision. Fulfilling the role of art director, advertising students partner with their peers in photography to develop concepts, direct photo shoots and craft original, high-quality images for multi-platform brand engagement.

**Prerequisite(s):** ADBR 252 or ADVE 304.

**Attributes:** Studio Elective Requirement

**ADBR 354 Copywriting: Long Form Content (5 Credits)**

A brand's ability to directly connect with consumers through meaningful communication is a key aspect to engagement. Students in this course will develop the advanced skills to write compelling long-form brand narratives that are both tactical and targeted. This includes native content, weblogs, interactive promotions and direct response materials.

**Prerequisite(s):** ADBR 314 or ADVE 321.

**Attributes:** Business-focused elective; Studio Elective Requirement

**ADBR 372 Art Direction: Brand Films and Social Content (5 Credits)**

Today's brands are choosing brand films and social content solutions to connect with their audience through emotion and energy. In collaboration with copywriters and other creatives, students engage in all aspects of this process, including conceiving, storyboarding and production. The innumerable choices they make — from casting and scripting to lighting and camera angles — transform ideas into compelling, effective brand stories.

**Prerequisite(s):** ADBR 312 or ADVE 323.

**Attributes:** Studio Elective Requirement

**ADBR 374 Copywriting: Brand Films and Social Content (5 Credits)**

The spirit and essence of a brand's story comes alive through film and reaches expanding audiences in an instant. In this course, students refine their ability to develop concepts and write scripts for brand films and social content with an eye toward identifying influencers and creating contagion.

**Prerequisite(s):** ADBR 314 or ADVE 321.

**Attributes:** Studio Elective Requirement

**ADBR 392 Art Direction: Stop Motion for Brand Content (5 Credits)**

Blending the fantasy of animated storytelling with allure of branded content, stop motion advertising allows brands to engage their consumers through a distinctive art form. Through on-set collaboration, students gain key professional skills to become art directors and stop motion auteurs. Art direction students work with lighting, cameras and production planning to generate animated, stop motion narratives for branded content.

**Prerequisite(s):** ADBR 252 or ADVE 304.

**Attributes:** Studio Elective Requirement

**ADBR 395 Creative Technology: Brand Think Tank for Product Innovation (5 Credits)**

From on-board pizza delivery ovens to snack bags with embedded breathalyzers, successful brands harness the power of technology to create innovative, product-based solutions that extend and reinforce the connection between the brand and the user. Students apply advanced knowledge of multi-platform applications and emerging technology to develop user-focused products that extend a brand's ecosystem.

**Prerequisite(s):** ADBR 335.

**Attributes:** Studio Elective Requirement

**ADBR 441 Creating Contagion: From Experience to Entertainment (5 Credits)**

The ability to create a groundswell of intrigue with a brand's message is vital to advertising. In this course, students learn the power of using brand entertainment channels to develop contextually impactful concepts that drive story creation between brand and audience.

**Prerequisite(s):** ADBR 311; ADVE 310; ADBR 341; ADVE 341 or ADVE 410.

**Attributes:** Studio Elective Requirement

**ADBR 461 Career Strategies for Advertising (5 Credits)**

Students in this course curate their personal brand and build a portfolio that highlights a command of strategic thinking and well-crafted prototypes, demonstrating multi-platform brand engagement. They refine their portfolios, learn to network successfully and to present themselves as advertising professionals.

**Prerequisite(s):** ADBR 312; ADVE 323; ADBR 314; ADVE 321 or ADBR 335.

**Attributes:** Business-focused elective; Studio Elective Requirement

**ADBR 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

**ADBR 480 Collaborative Studio: Creating the Brand Solution (5 Credits)**

In this pinnacle course of the program, students advance their area of focus in the advertising discipline and complete a multi-platform solution in an environment that mirrors professional practice. Students curate expertly crafted brand experiences that incorporate all aspects of a fully realized campaign from research to implementation.

**Prerequisite(s):** ADBR 312; ADVE 323; ADBR 314; ADVE 321 or ADBR 335.

**Attributes:** Business-focused elective; Studio Elective Requirement

## Business of Beauty and Fragrance

**BEAU 210 Beauty and Fragrance through the Ages (5 Credits)**

Used to enhance, alter, conceal or even disguise, the application of make-up and fragrance is one of the world's oldest social practices. From war paint and rouge to perfume and Venetian ceruse, the history of beauty and fragrance as well as the rise of this global industry are intricately tied to political, cultural and historical contexts. In this course, students learn how cultural and historical beauty rituals and conventions continue to influence and drive contemporary business practices and social norms.

**Prerequisite(s):** CTXT 121 or CTXT 122.

**Attributes:** Business-focused elective

**BEAU 220 Product Packaging and Branding Principles (5 Credits)**

Iconic beauty and fragrance products initiate the customer experience through design, packaging and presentation. In this course, students synergize aesthetic appeal with core functionality to engage customers and build brands. Through examination of iconic brands, students analyze core product categories of beauty and fragrance to prototype effective products, packaging and consumer experiences.

**Prerequisite(s):** BEAU 210.

**Attributes:** Business-focused elective

**BEAU 222 Branded Content Production and Creative Technologies (5 Credits)**

Dive into the world of digital branding and content creation for the beauty category, one of the largest sources of social media content. This course offers an in-depth exploration of cutting-edge branding techniques across multiple platforms, including social media, video advertising, product photography, lifestyle creative assets, and consumer-centric creative designed for Point of Sale. Gain a comprehensive understanding of the strategies, language, and tools required to create captivating consumer experiences across digital, mobile, and retail platforms, equipping students to stay innovation and competitive in the ever-evolving digital landscape.

**Prerequisite(s):** DIGI 130.

**Attributes:** Studio Elective Requirement

**BEAU 250 Leadership, Ethics, and Professional Careers (5 Credits)**

Discover the essential elements of ethical leadership and professional practices in the beauty industry. Explore the complexities of organizations, management styles, and the modern issues facing the industry. Gain an in-depth understanding of how progressive beauty and fragrance brands embrace their responsibility to consumers, environments, and cultures, making informed and ethical decisions that protect and advance the health and well-being of their customers and communities. Prepare for a successful career as a leader in the beauty industry by developing a strong foundation in effective managerial practices and an understanding of the various professional roles within the industry.

**Prerequisite(s):** FOUN 113 or DSGN 115.

**Attributes:** Business-focused elective

**BEAU 260 Research, Data and Beauty Insights (5 Credits)**

Students are immersed in the dynamic world of the beauty industry through this simulation-style course. Explore the vital intersection of research, data analysis, and consumer insights that drive innovation and success. Gain a comprehensive understanding of research journals and learn to extract valuable insights that inform actionable strategies. Discover the power of data-driven decision-making and its impact on product development, marketing campaigns, and brand positioning within the ever-evolving beauty landscape.

**Prerequisite(s):** BEAU 220.

**Attributes:** Studio Elective Requirement

**BEAU 320 Beauty and Fragrance Marketing and Management (5 Credits)**

Through exploration of product development, merchandising, and marketing, students learn strategies for communicating creative ideas and building collaborative relationships with beauty and fragrance marketers, developers, and designers. Students analyze case studies of key competitors and suppliers in the beauty and fragrance marketplace to identify the hallmarks of successful product marketing and opportunities to further nurture the consumer relationship.

**Prerequisite(s):** BEAU 210.

**Attributes:** Business-focused elective

**BEAU 335 Cosmetic Formulation and Innovation (5 Credits)**

This course is designed to equip students with a deep understanding of consumer-centric product development, blending scientific principles with market insights and regulatory considerations. Through a combination of lectures, hands-on laboratories, and research projects, students will explore the intricacies of formulating and marketing cosmetic products.

**Prerequisite(s):** BEAU 210.

**Attributes:** Studio Elective Requirement

**BEAU 340 Beauty and Fragrance: Product Launch and Supply Chain Management (5 Credits)**

Successful brands transform beauty and fragrance consumers into loyal customers through unmistakable brand identity. In this course, students delve into an existing brand to identify an opportunity for growth and expansion through a new product launch. Focusing on marketing, pricing, branding, packaging, distribution and more, students design a comprehensive strategy to support a successful product launch and establish metrics to assess profitability.

**Prerequisite(s):** (BEAU 220 and BEAU 320) or BEAU 335.

**Attributes:** Business-focused elective; Studio Elective Requirement

**BEAU 350 Brand Management for Global Markets (5 Credits)**

With international opportunities and cultural diversity transforming the industry, beauty and fragrance brands with optimum marketing and distribution strategies thrive in this global marketplace. From pure players and brand extensions to retail stores and ecommerce channels, students acquire the tools, models and best practices to drive the success of global brands.

**Prerequisite(s):** (BEAU 320 and BEAU 330) or (SOCL 320 and BEAU 340).

**Attributes:** Business-focused elective

**BEAU 410 Building the Business Case in Beauty (5 Credits)**

Aspiring entrepreneurs in the beauty industry face a unique economic landscape filled with opportunities and challenges. This course empowers students with the essential skills needed to navigate the financial aspects of beauty entrepreneurship. Through the exploration of business opportunities, understanding funding strategies, risk management, and practical financial analysis, students will delve into the core principles of entrepreneurial finance. Develop the ability to adeptly assess business valuations, strategically choose funding options, and generate the financial insights essential for attracting investors. By the end of the course, students are well-equipped with the knowledge and tools necessary to make informed financial decisions in the dynamic and evolving beauty sector.

**Prerequisite(s):** BEAU 350.

**Attributes:** Studio Elective Requirement

**BEAU 422 Go-To-Market: Product Launch and Consumer Experience (5 Credits)**

Embark on an exciting journey into the cutting-edge world of omnichannel retail methods, New Retail (NR) innovations, and e-commerce strategies in the beauty industry. Develop a comprehensive retail strategy that takes a product from inception to purchase, seamlessly integrating online and offline experiences. Explore the transformative landscape of modern beauty retail, where seamless integration of online and offline experiences and strategic e-commerce practices converge to shape the future of consumer engagement. Gain a competitive edge by mastering the art of converting consumers at retail with tech-driven platforms, including AR/VR and ethical AI.

**Prerequisite(s):** BEAU 320.

**Attributes:** Studio Elective Requirement

**BEAU 430 Collection I: Business Framework and Model (5 Credits)**

Focusing on a unique entrepreneurial opportunity within the beauty and fragrance industry, students develop a comprehensive business model based on research and analysis of the global marketplace. From brand strategy to operating guidelines, students cultivate the framework for development and launch of an original product line.

**Prerequisite(s):** (BEAU 330 and BEAU 350) or (BEAU 335 and BEAU 350).

**Attributes:** Business-focused elective

**BEAU 440 Collection II: Branding and Launch (5 Credits)**

Building on a solid framework informed by research and analysis, students develop, launch and market an original beauty and fragrance product line that delivers a unique value proposition. Students prepare for their brand launch with an omni-channel marketing plan that includes a collection of branded collateral and packaging, the identification of retail partners and brand loyalty strategies.

**Prerequisite(s):** BEAU 430.

**Attributes:** Business-focused elective; Studio Elective Requirement

**BEAU 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

**BEAU 480 Collaborative Studio in Beauty (5 Credits)**

Coming soon!

**Prerequisite(s):** BEAU 422.

**Attributes:** Studio Elective Requirement

Creative Business Leadership

## Design Management

**DMGT 702 Innovation: Past, Present, and Future (5 Credits)**

In this course, students engage in exploration of core distinctions between innovation and speculation, gaining clarity on essential concepts. Through historical, cultural, and situational lenses, students unravel innovation's impact on human history. They develop a holistic perspective by comparing and contrasting innovation across these diverse contexts. Furthermore, students dissect both the intended and unintended consequences of innovation, assessing the criteria used to measure success or failure, cultivating a well-rounded perspective. Additionally, students analyze the far-reaching impact of innovation, assessing the criteria for success or failure. They delve into the vital role of culture, leadership, and organizational structures in cultivating innovation, exploring various frameworks and risk management strategies for fostering an innovative culture.

**Attributes:** Studio Elective Requirement



**DMGT 706 Idea Visualization (5 Credits)**

Fast sketching and data visualization are core skills with which designers create, communicate, and collaborate. In this course, students learn how to command attention in interdisciplinary collaborative sessions by mastering drawing, diagramming, and presentation techniques. By honing these skills, students contribute to the formation of a dynamic culture centered around rapid prototyping, where their images evolve into 2D models, representing a thriving community of ideas. Throughout the course, students actively engage in real-time fast sketching and diagramming within group settings, enabling them to efficiently summarize issues, empower and draw out ideas from all participants, foster collaboration through shared visuals, and leverage data visualization for inspiring action and crafting impactful narratives.

**Attributes:** Studio Elective Requirement

**DMGT 720 Design Innovation: Planning and Implementation (5 Credits)**

This course empowers students to harness the creative process as a reliable business culture tool. They craft comprehensive product development strategies within a holistic business model, encompassing value propositions, customer segments, partnerships, production sources, marketing strategies, distribution channels, and intellectual property considerations. Students adeptly employ conceptual models to transform abstract ideas into tangible prototypes, fostering shared understanding and ownership. Financial forecasts and business planning documents are developed to effectively communicate concepts to potential investors and stakeholders. Furthermore, students proficiently articulate the innovation imperative through compelling cases, highlighting its central role in the core competencies of thriving organizations.

**Prerequisite(s):** (IDUS 711 or SDES 711) or SERV 710.

**Attributes:** Studio Elective Requirement

**DMGT 732 Facilitating Creative Thinking (5 Credits)**

Successful design managers need to be able to create the conditions for creative thinking and innovation within an organization composed of a wide variety of professionals, most of whom are not familiar with design thinking. This course prepares students to lead teams in the envisioning of new ideas and solutions by developing skills in framing, imaging and group interaction as they apply the process of design conceptualization outside of the familiar domain of studio skills. In a series of simulations and group exercises, the students acquire experience in idea facilitation through working successfully with non-design people in a creative mode.

**Prerequisite(s):** (IDUS 711 or SDES 711) or SERV 710.

**Attributes:** Studio Elective Requirement

**DMGT 740 Ethics and Sustainability for Business Innovation (5 Credits)**

Ethics and sustainability are imperative, strategic drivers of innovation that contribute to business resilience, competitiveness, and long-term success in a rapidly changing and socially conscious world. In this course, students delve into the interconnectedness, feedback loops, and decision consequences as they employ practical tools and ethical methodologies to drive innovations aligning with sustainable practices. Through real-world scenarios students analyze where ethical challenges intersect with innovation. Examining contemporary businesses successfully integrating ethics, sustainability, and innovation, students extract key lessons. Finally, they identify a business challenge and apply systems thinking, design thinking, and holistic approaches, devising innovative, sustainable, and ethically sound solutions.

**Prerequisite(s):** SBIZ 750 and DMGT 732.

**Attributes:** Studio Elective Requirement

**DMGT 750 Collaborative Culture in Design Organizations (5 Credits)**

This course provides opportunities to learn and apply organizational and design management theory directly to the management of design organizations. In addition, students participate in classroom exercises that emphasize leadership experience, decision-making and communication skills.

**Prerequisite(s):** SBIZ 704 or SDES 704.

**Attributes:** Studio Elective Requirement

**DMGT 754 Visionary Leadership: Driving Innovation and Growth (5 Credits)**

In this course, students delve into the transformative power of design for organizations. It presents the chance to enhance brand experiences, integrate innovation, and propel progress towards desirable futures.

Students explore the significance of design capability for large organizations, understanding its impact on credibility and future investments if neglected. The course aims to empower students with a framework encompassing vision setting, development, and management of design teams. Ultimately, it guides students in advancing design's contribution to business growth. **Prerequisite(s)** SDES 711, SBIZ 717, SBIZ 750.

**Prerequisite(s):** SDES 711; SBIZ 717 and SBIZ 750 or IDUS 711 or BUSI 710.

**Attributes:** Studio Elective Requirement

**DMGT 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**DMGT 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

## Creative Business Leadership

**LEAD 701 From Agoras to Digital Markets: Fundamentals of Business Design (5 Credits)**

Leading the design and management of dynamic creative and cultural enterprises takes a thorough understanding of organizational processes and management techniques. Through a survey of historic organizational strategies, students are introduced to the innovative tools, necessary to develop their own enterprise or lead within an existing organization. Students focus on enterprise analysis, organizational structures, strategic planning, management techniques and incorporation.

**LEAD 705 Game Changers: 10,000 Years of Leadership (5 Credits)**

Great minds have shaped the world we live in today. While exploring innovative methods of leadership throughout history, students learn the legacies created by the most prominent leaders of government, military, religion, art, business, design, science, philosophy and technology. Guided by knowledge gained in this course, students adapt and develop their own strategies of decision-making and direction as leaders.

**LEAD 720 Calculated Risk: Quantitative Insights for Business Innovation (5 Credits)**

Sustaining a competitive advantage and providing a superior financial return requires leaders to analyze business strategies using historical constructs, quantitative reasoning and risk mitigation. Students develop scenario-based financial projections through divergent and convergent design thinking principles while applying both analytics and intuition to design opportunities.

**Prerequisite(s):** LEAD 701; BDAL 701; AADM 701 or SERV 710.

**LEAD 725 Influencers and Innovators: Characteristics of Transformative Leadership (5 Credits)**

Transformative leaders have two common characteristics: resourcefulness and grit. In this course, students learn analytical thinking techniques and methods of managing complex, human-related problems through systems analysis tools to become positive leaders of business. Students also establish a deep understanding of emotional intelligence to develop their capabilities to manage and work in complex organizational structures. Informed by research, inquiry and discussion, students develop and execute strategies, and design high-performing organizations that deliver results.

**Prerequisite(s):** LEAD 701.

**LEAD 741 Funding Creative Businesses: Financial Strategies for Sustained Success (5 Credits)**

Entrepreneurs in creative industries face unique economic opportunities and challenges. Through evaluation of business opportunities, understanding funding alternatives, navigating risk, effective negotiation and financial analyses, students explore key tenets of entrepreneurial finance. Students learn applied skills, enabling them to successfully conduct valuations, strategically select funding alternatives and generate financial information and returns required by investors or lenders.

**Prerequisite(s):** DMGT 720; LEAD 720; BUSI 715; LXMT 720; LXF 720; MTJW 724; IDUS 733; FIBR 748; SERV 745; SERV 728; SBIZ 717; SBIZ 760 or BUSI 760.

**LEAD 745 Marketing Creative Business Ventures (5 Credits)**

In the highly competitive arena of new art and design ventures, effective application of marketing strategy is critical to generating and sustaining customer value and enterprise success. Students investigate the functions and foundations of marketing, learning to use market research, and consumer behavior analysis to guide development and implementation of marketing strategies. Students learn to develop marketing tactics and strategy as a key component of business decision making.

**Prerequisite(s):** (SBIZ 717; BUSI 760 or SBIZ 760).

**LEAD 746 Design the Future: Entrepreneurship Principles and Practice (5 Credits)**

The unprecedented pace of innovation and entrepreneurial activity offers exceptional opportunities for students to design their own enterprises. Students develop a new venture idea, assess their concept's viability, manage its evolution and strategically plan for its execution. Emphasis is placed on students' application of emerging entrepreneurial thought and state-of-the-art strategy tools.

**Prerequisite(s):** LEAD 701; BDAL 701 or AADM 701.

**LEAD 749 Leading Creative Businesses: M.A. Final Project (5 Credits)**

From idea generation to low-fidelity prototypes, students generate innovative business models based on analysis of market opportunities in their chosen sector. Through the development of a clear hypothesis and strategic plan, students develop their business ideas while learning how to test products in the market place embracing the characteristics of superior leaders: agility, resilience and vision.

**Prerequisite(s):** (LEAD 746 or BUSI 746) and minimum score of 5 in 'Graduate Prerequisite Test'.

**LEAD 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**LEAD 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

## De Sole School of Business Innovation

**SBIZ 507 Finance and Accounting for Creative Industries (5 Credits)**

This course introduces students to basic accounting systems, concepts and principles. It provides the foundational framework for financial and managerial accounting through an introduction to terms, concepts and the language of accounting. Students gain experience with basic accounting — demonstrating the ability to record, summarize, report and interpret financial information — as well as with construction and interpretation of financial statements.

**Attributes:** Business-focused elective

**SBIZ 560 Collaborative Experiences in the School of Business Innovation (5 Credits)**

Students from a variety of disciplines within the School of Business Innovation work as a team to research, conceptualize, and develop creative solutions for current design challenges. Specific projects vary from quarter to quarter. [This course may be taken up to three times for credit.]

**Attributes:** Business-focused elective; Studio Elective Requirement

**SBIZ 704 The Innovator's Mindset (5 Credits)**

The mindset of an innovator is one of constant exploration, learning, and a willingness to challenge the status quo in pursuit of meaningful change and improvement. In this course, students design comprehensive conditioning programs employing diverse creative thinking techniques to foster innovation in themselves, teams, and organizations. Students apply these techniques to address business challenges and seize market opportunities through creative methodologies. They master persuasive storytelling to articulate the pivotal role of creative thinking in driving innovation and gaining competitive advantage. Embracing calculated risk and learning from obstacles, students foster growth at all levels. Effective communication and collaboration across diverse domains prepare them to engage stakeholders effectively.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SBIZ 710 Financial Reporting and Analysis (5 Credits)**

Financial management is a core function critical to the success of an art and design business. It is the foundation upon which the resources (human, physical and financial) of any company or organization are maintained and monitored. This course guides students through the conceptual areas critical to building and sustaining financially successful creative ventures.

**Attributes:** Business-focused elective

**SBIZ 717 Strategic Financial Management (5 Credits)**

In this course, students study the role of financial analysis in enterprise budgeting and revenue generation, gaining insights into developing effective financial monitoring and control systems to proficiently navigate financial activities. Through real-world case studies and risk analyses, students apply their knowledge to solve accounting and financial management challenges. They master the art of conducting comprehensive cost-benefit analyses, considering direct and indirect financial elements, including staff time and resource utilization. Furthermore, students identify industry best practices for astute asset management, employing appropriate budgeting models. Lastly, they craft comprehensive financial statements and forecasts, including balance sheets, activity/operating statements, and cash flow statements, tailored to creative or cultural enterprises.

**Attributes:** Business-focused elective

**SBIZ 738 Persuasion, Influence, and Negotiation (5 Credits)**

Effective leaders use persuasion, influence, and negotiation to inspire and motivate, rallying teams behind a shared vision and strategic goals. Through the study of various persuasive techniques, from the strategic use of verbal-visual rhetoric to the fusion of logic and emotion, students cultivate the skills to construct compelling arguments that resonate with diverse audiences. By blending creative thinking with refined persuasive strategies, students learn to identify common ground, negotiate mutually beneficial agreements, and inspire trust through communication. The course offers a comprehensive exploration of how to leverage language and strategic tactics to effectively persuade, influence, and create a lasting impact.

**Prerequisite(s):** DMGT 702; SERV 700 or LEAD 701.

**Attributes:** Business-focused elective

**SBIZ 739 Business Innovation in a Global Context (5 Credits)**

This course equips students to formulate strategies for global organizations, driving sustainable growth and competitiveness. Mastery of analytical decision-making and development processes empowers students to identify distinctive advantages in the dynamic business landscape. Through solving authentic case studies across diverse markets, students refine global problem-solving skills. Proficient use of communication skills enables effective navigation of diverse groups in international contexts, fostering understanding and collaboration.

**Prerequisite(s):** (SBIZ 717; BUSI 760 or SBIZ 760) and SBIZ 738.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SBIZ 742 Futurecasting: Trends and Foresight (5 Credits)**

Successfully analyzing driving forces and variable scenarios across time horizons to identify future implications provides an organization with strategic foresight. Students investigate the nature of driving forces as well as their verifiable causes and consequences to postulate strategic responses to multiple future scenarios. Through applying scenario creation and planning methods, students develop skills to identify and frame potential future directions for enabling organizations to anticipate and take an active role toward those futures.

**Prerequisite(s):** SBIZ 704; SDES 704; DMGT 706; UXDG 701; IACT 701; SUST 704; LXMT 730 or LXFM 730.

**Attributes:** Business-focused elective

**SBIZ 750 From Complex Challenges to Sustained Success (5 Credits)**

This course addresses developing an innovative strategy grounded in contextual research, future casting, and systems thinking to transform a complex challenge into a valuable opportunity. Students learn to define winning goals that result in a holistic strategy embodying design-thinking tools and capital resources necessary for sustained business growth and innovation success. Students acquire a sense of confidence and authority as a result of successfully developing a holistic strategy to execute an opportunity.

**Prerequisite(s):** SBIZ 739 and (SBIZ 742; DMGT 783 or DMGT 788).

**Attributes:** Business-focused elective; Studio Elective Requirement

**SBIZ 755 M.A. High-impact Project (5 Credits)**

This course empowers students to articulate design needs through comprehensive project proposals, including design briefs, marketing plans, and forecasting models. They skillfully gather and organize data crucial for planning, tracking, and executing design projects. Students master design planning methods, phased deliverables, and audience implications, showcasing advanced skills. Through proposing innovative ideas, they demonstrate master's-level leadership and entrepreneurial qualities. The course hones persuasive presentation skills, ensuring clear, concise, and engaging communication of groundbreaking concepts. Additionally, students seamlessly integrate conceptualization, implementation, and management of rapid-paced projects, meticulously documenting and interpreting each phase.

**Prerequisite(s):** minimum score of 5 in 'Graduate Prerequisite Test' and (DMGT 720 or LEAD 746).

**SBIZ 757 Business Innovation Lab: Research and Insights (5 Credits)**

This advanced course provides students with practical knowledge and skills in conducting research and gaining valuable insights to foster innovation in a business environment. This course combines theoretical frameworks with hands-on experiential learning to develop a comprehensive understanding of the research process and its application to driving innovation. Students explore various research methodologies, techniques, and tools used to gather, analyze, and interpret data. They identify key research questions, develop research designs, and implement data collection methods and analyses to generate actionable insights for business innovation. The Business Innovation Lab component of the course provides students with a collaborative and interdisciplinary environment to work on real-world business challenges. Through the development of feasible, high-value projects, students applying research skills and insights to propose innovative solutions and develop viable business strategies. Students emerge as proficient researchers and innovative thinkers and problem solvers, shaping sustainable business practices that are not only innovative but also ethically sound in any business environment.

**Prerequisite(s):** minimum score of 6 in 'Graduate Prerequisite Test' and SBIZ 750.

**SBIZ 797 Business Innovation Lab: Strategy and Implementation (5 Credits)**

The masters in business innovation program focuses on strategy formulation and its profound impact on organizations. Students apply cutting-edge approaches to identify, develop, and implement innovative business models, disruptive technologies, and market-driven strategies in delivering a high-value final project. Using a combination of frameworks, case studies, and hands-on projects, participants enhance critical thinking and problem-solving skills. They evaluate the strategic and ethical implications of innovation on organizational growth, sustainability, revenue streams, and societal impact. By the culmination of the program, students possess the mindset, knowledge, skills, and expertise necessary to drive innovation, enhance competitiveness, and effectively manage change within diverse business environments. Prerequisite(s) SBIZ 757.

**Prerequisite(s):** SBIZ 757 or DMGT 757.

## Luxury and Brand Management

### **LXMT 501 Business Concepts in Luxury and Fashion (5 Credits)**

A fundamental understanding of business management practices is essential to success in the luxury and fashion marketplace. In addition to an examination of modern business trends, students in this course explore the development of organizational structures, effective leadership techniques, and strategic decision-making methods for achieving financial objectives. Students conduct brand analyses and create business solutions as they hone skills necessary for success in current markets.

### **LXMT 503 Trend Forecasting and Analysis for the Luxury Marketplace (5 Credits)**

In the ever-evolving global luxury marketplace, staying ahead of trends is crucial for success. This course offers an exciting exploration of trend forecasting techniques and analysis within the context of luxury and creative industries. Students gain insights into consumer behavior and the adoption of trends while learning to predict future trends by establishing the intersection of aesthetics, culture, economy, lifestyles, art, music, film, and technology.

**Attributes:** Studio Elective Requirement

### **LXMT 504 Visual Communication for Luxury Marketing (5 Credits)**

Visual communication is the art of delivering a message through design. In this course, students investigate the fundamental components of visual communication technology and design in the context of presenting ideas, delivery concepts, and building a personal brand. They employ industry-standard presentation techniques to create compelling visual narratives and professionally pitch their luxury marketplace concepts.

**Attributes:** Studio Elective Requirement

### **LXMT 730 The Art of Luxury: Trends, Strategies, and Insights (5 Credits)**

From exotic travel to luxury automobiles to high-end fashion, marketing luxury brands and experiences requires a unique strategy and perspective. This course explores the evolution of luxury consumption and the marketing practices of successful luxury brands. Students apply their research to the development of unique, innovative strategies and compelling brand messages, targeting luxury consumers in a global marketplace.

### **LXMT 740 Visual Narrative for Consumer Engagement (5 Credits)**

From fashion films and video lookbooks to designing the visual elements of retail space, strategic brand building engages consumers with compelling visual narratives and cutting-edge experiences woven across multiple platforms and media. By experiencing all phases of the production process, students meld visual narratives and storytelling principles with technology solutions to reach luxury consumers in an evolving digital landscape.

**Attributes:** Studio Elective Requirement

### **LXMT 742 Advertising Luxury (5 Credits)**

Students explore this expanding area of the fashion industry through a series of modular workshops. These include, but are not limited to, visual merchandising, fashion advertising, and professional practices in marketing.

**Attributes:** Studio Elective Requirement

### **LXMT 745 Global Distribution for Luxury Brands (5 Credits)**

Today's fashion and luxury companies rely on a complex integration of wholesale, brick-and-mortar, and digital channels for distribution of luxury goods and services. From retail stores to ecommerce channels, students learn the specific tools, models, and best practices to effectively build and manage a global retail network.

**Prerequisite(s):** LXMT 730; LXF 730; SBIZ 710 or BUSI 710.

### **LXMT 747 Supply Chain Management in the Global Marketplace (5 Credits)**

From sourced materials to personal shopping experiences, managing the supply chain is paramount to a successful business strategy. Key areas investigated include the evaluation of suppliers and supply chain providers, cost analysis, quality assurance, sustainability, inventory management, warehousing, and logistics. Students research and create a global supply chain strategy for introducing a new product to the marketplace.

**Prerequisite(s):** LXMT 730 or LXF 730.

### **LXMT 749 Luxury and Brand Management M.A. Final Project (5 Credits)**

Applying appropriate methodologies, students synthesize the knowledge and expertise acquired throughout their luxury and fashion management studies to produce an innovative solution for a luxury brand. The final project of the program results in a deliverable that responds to current trends in the luxury marketplace, culminating in a research document and professional presentation. **Prerequisite(s):** Completion of the review for candidacy.

**Prerequisite(s):** minimum score of 5 in 'Graduate Prerequisite Test'.

### **LXMT 760 Leadership, Ethics, and Sustainability in the Luxury Marketplace (5 Credits)**

Global brand leaders in the luxury marketplace must make informed, ethical decisions that consider the impact on and contribution to the environment, people, and cultures that make up the supply chain. Students in this course learn to maximize the value of brand equity by establishing and adopting ethical and sustainable practices.

**Prerequisite(s):** LXMT 730 or LXF 730.

**Attributes:** Studio Elective Requirement

### **LXMT 770 Watches and Jewelry: Global Management and Brand Building (5 Credits)**

The intricate world of luxury watches and jewelry blends craftsmanship, design, and marketing in one comprehensive experience. In this course, students learn about the rich history, heritage, and technical expertise behind iconic brands, as well as the art of creating, curating, and selling high-end pieces. Through this course, students gain a deep understanding of luxury consumer behavior, trends, and the global market, which are essential in a fast-growing industry. This knowledge and hands-on experience will serve students in various creative careers, whether pursuing roles in design, branding, marketing, or entrepreneurship in the luxury sector.

**Prerequisite(s):** LXMT 730.

**Attributes:** Studio Elective Requirement

### **LXMT 772 Beauty: Global Management and Brand Building (5 Credits)**

Beauty is a multibillion-dollar industry and today's fashion and luxury brands are vying for their share of the global market. Through exploration of product development, packaging, and merchandising, students gain insight into luxury brand strategies specific to marketing beauty in a global marketplace. With an understanding of the core concepts and business models that define the beauty industry, students create, develop, and market an original product for a luxury brand.

**Prerequisite(s):** LXMT 730 or LXF 730.

**Attributes:** Studio Elective Requirement



**LXMT 774 Fragrance: Global Management and Brand Building (5 Credits)**

The business of fragrance is a key player to the global reach and financial performance of luxury brands. In this course, students experiment with core ingredients, develop product packaging, and research business models and marketing strategies in support of a new fragrance launch. These fundamentals prepare students to create, develop, and market a prototype fragrance for a luxury brand, retailer, personality, or designer.

**Prerequisite(s):** LXMT 730 or LXFM 730.  
**Attributes:** Studio Elective Requirement

**LXMT 776 Travel and Hospitality: Global Management and Brand Building (5 Credits)**

From private flights to bespoke spa experiences, students gain insight into upscale industry-leading brands, business models, and marketing strategies that are shaping luxury travel and hospitality. This course prepares future marketing leaders by providing a broad understanding of the related business segments of the luxury travel and hospitality industry, such as fine dining, wineries and vineyards, exclusive travel, and cruises. Through multi-disciplinary collaboration, students develop a portfolio project focused on luxury leisure and business travelers.

**Prerequisite(s):** LXMT 730 or LXFM 730.  
**Attributes:** Studio Elective Requirement

**LXMT 778 Luxury Tech: Global Management and Brand Building (5 Credits)**

From field research to product launch, students delve into the expanding marketplace of luxury tech. Through exploration of how luxury tech impacts market segments, such as aviation, boating, automotive, consumer electronics, and artificial intelligence, students study the convergence of technology and luxury.

**Prerequisite(s):** LXMT 730 or LXFM 730.  
**Attributes:** Studio Elective Requirement

**LXMT 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**LXMT 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

**LXMT 785 Graduate Independent Study (5 Credits)****LXMT 790 Luxury and Brand Management M.F.A. Thesis (5 Credits)**

Demonstrating the professional acumen acquired throughout their graduate studies, students identify an innovation business opportunity and propose a research-based solution. From research to final presentation, the resulting thesis will extend the body of knowledge in the field of luxury and brand management.

**Prerequisite(s):** minimum score of 6 in 'Graduate Prerequisite Test'.

## Service Design

**SERV 216 Blueprinting Services (5 Credits)**

The service experience is made up of multiple interactions that take place over time between the customer and the service provider. By taking a human-centered or "people first" approach, service designers can detect unmet needs, design better interactions, and stage meaningful and memorable experiences. In this course, students apply social research and creative problem-solving methods to analyze experiences, uncover insights, frame problems, generate ideas and validate solutions.

**Prerequisite(s):** COMM 105 and (ENGL 123 or ENGL 193).  
**Attributes:** Studio Elective Requirement

**SERV 310 Idea Visualization for Service Designers (5 Credits)**

The ability to effectively visualize and communicate systems, insights, ideas and concepts is a critical skill for service designers. Students explore and effectively apply the principles of graphic and information design in order to create compelling narratives, information graphics and layouts that best communicate a service design project process and deliverables.

**Prerequisite(s):** ((SDES 215 or IDUS 215) and SERV 216) or GRDS 348.  
**Attributes:** Studio Elective Requirement

**SERV 311 Service Architectures, Ecologies, and Touch Points (5 Credits)**

Service design can be used as a powerful tool to understand and tackle many of the complex social and environmental problems facing organizations, communities and societies today. Working closely with client organizations, students apply a wide range of collaborative design and creative problem-solving methods to investigate societal challenges, analyze existing solutions, develop solutions that improve quality of life, and create implementation roadmaps.

**Prerequisite(s):** (SDES 215 or IDUS 215) and SERV 216.  
**Attributes:** Studio Elective Requirement

**SERV 312 Prototyping Experiences (5 Credits)**

An essential part of defining and designing services is the conceptualization, development and simulation of a service concept and its ecology, including all touch points engaged with when using the service. Experience prototypes are used for rapid ideation of services by simulating the experience the customer has. Students learn to develop low, medium and high-fidelity experience prototypes. Scenarios are explored where new service concepts are ideated and simulated, describing and configuring the experiences of the user, onstage and offstage.

**Prerequisite(s):** COMM 105 and (ENGL 123 or ENGL 193).  
**Attributes:** Studio Elective Requirement

**SERV 325 Technology and Services (5 Credits)**

Service organizations utilize information technology and information systems to support business processes, increase service productivity, improve service quality, forge stronger relationships and create differentiation. In this course, students explore core concepts in services marketing and business-driven information systems. Furthermore, students help service organizations measure, monitor and improve performance by identifying critical success factors, determining key performance indicators and designing three types of management dashboards..

**Prerequisite(s):** BUSI 265 and SERV 312 and (UXDG 310; IACT 315 or UXDG 101).

**SERV 421 Services and Enterprise (5 Credits)**

Service designers have the potential to be excellent entrepreneurs; social research, creative problem-solving and collaborative design skills are invaluable in any startup. Students create innovative service concepts and business plans that exploit white spaces in service sectors of their choice during this course. Students also verify the viability, desirability and feasibility of proposed concepts with the help of service blueprints, business models, financial forecasts, prototypes and implementation roadmaps.

**Prerequisite(s):** (BUSI 110 or BUSI 101) and SERV 311 and (UXDG 310; IACT 315 or UXDG 101).

**Attributes:** Business-focused elective; Studio Elective Requirement

**SERV 431 Service Design Senior Studio (5 Credits)**

Students work on solving service design problems developing innovative services, products and experiences within physical and virtual environments. The concept of service design is developed and explored using comprehensive design processes. Specific techniques, guidelines and examples are used to emphasize the practical aspects of service design where students are required to design in a way that is both user centric and market oriented. Students must consider the social, technological and economic considerations when designing services where they research lifestyle and the context of use of the service.

**Prerequisite(s):** SERV 421.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SERV 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

**SERV 501 Principles of Service Design (5 Credits)**

Services are essential to everyday life and comprise an overwhelming component of the world's economies. In this course, students study the principles and complexities of service design and how they are applied to create a better quality of life for users and enhanced profitability for providers.

**Attributes:** Studio Elective Requirement

**SERV 700 Service Design: A Systemic Perspective (5 Credits)**

Exploring systemic approaches to service design, students dive into the origins and history of economic environments. Through examining innovative practices, students hone their visualization skills, learn to adapt to an ever-changing market and discover their roles within the service industry.

**SERV 710 Mixed Methods Research: Analysis to Synthesis (5 Credits)**

From the perspective of research-for-design, students explore theories and methods of data creation, collection, analysis and synthesis. Students utilize a combination of approaches and tools to conduct relevant and useful research. Students also contribute to the design process of goods and/or service systems in which value, stakeholders and processes are given appropriate levels of importance.

**SERV 727 Visualizing Services: Storyboards, Maps, and Models (5 Credits)**

Storyboards, maps and models distill the complexity of service systems, allowing audiences to understand and make data-focused decisions regarding service solutions. Students research their intended audience and employ visualization techniques to illustrate and simplify complex service systems.

**Attributes:** Studio Elective Requirement

**SERV 732 Service Design Prototyping: Testing Service Solutions (5 Credits)**

When it comes to business, leaders must explore new opportunities and weigh the risks and benefits of a service. Through prototyping, students explore new ideas, assess their risks and develop methods to reduce uncertainty for stakeholders. Students identify opportunities and solutions through experimentation and immersive pilots of service designs.

**Prerequisite(s):** SERV 727.

**Attributes:** Studio Elective Requirement

**SERV 735 Service Design Metrics: Evaluating Results (5 Credits)**

Displaying evidence of a cohesive and intentional design is key to earning stakeholders' trust. Students assess the value of their projects and learn the tools to demonstrate the necessity of their ideas. By measuring and evaluating the performance of their designs, students provide evidence of an organized, efficient program using visual data as well as hard and soft metrics.

**Prerequisite(s):** SERV 710 or DMGT 720.

**Attributes:** Studio Elective Requirement

**SERV 745 Service Design M.F.A. Thesis I: Research and Design (5 Credits)**

Through substantial research and systemic literature review, students identify and effectively communicate the viability of a meaningful and ethical research topic. Students refine their methodology and synthesize results into a robust service design document.

**Prerequisite(s):** SERV 710.

**SERV 747 Systemic Innovation for Service Evolution (5 Credits)**

Organizations become change makers through innovative practices and adaptive management ingenuity. Students examine the systemic movements of economics, while also researching progressive methods of marketing to promote their designs to a wider audience. Learning the fundamentals of innovation, students focus on social climate, consumer interaction patterns and profitable opportunities to expand business models.

**Prerequisite(s):** SERV 745; SERV 728 or SERV 732.

**Attributes:** Studio Elective Requirement

**SERV 748 Service Design M.A. Final Project (5 Credits)**

Through analysis and exploration of an existing service, students demonstrate their knowledge in the field of service design. By documenting their process and presenting a formal presentation, students display evidence of effective communication within complex markets, and develop innovative ideas to further enhance their services for economic and social application.

**Prerequisite(s):** SERV 735 and minimum score of 5 in 'Graduate Prerequisite Test'.

**Attributes:** Studio Elective Requirement

**SERV 751 Communicating Value: Marketing Service Experiences (5 Credits)**

An organization is only as strong as the design of its services. Students analyze the roles that branding and marketing play in creating value for their service designs. Stressing the importance of self-promotion, students learn how to configure the monetary values of their designs and communicate their projects to a marketable audience.

**Prerequisite(s):** (SBIZ 710 or BUSI 710) and (SERV 745 or SERV 728).

**Attributes:** Studio Elective Requirement

**SERV 762 Service Design Implementation: Insight to Action (5 Credits)**

Project planning, assessment and accountability are all key aspects in implementing a successful and dynamic service design. Students take action and oversee their design plans from start to finish, ensuring that challenges are identified and resolved throughout the process. By acknowledging systemic changes and adapting resources to facilitate implementation, students manage their designs with stakeholders' objectives in mind.

**Attributes:** Studio Elective Requirement

**SERV 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**SERV 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

**SERV 790 Service Design M.F.A. Thesis II: Validation and Communication (5 Credits)**

Building on primary and secondary research, students prepare a consistent documentation structure for the creation of an original thesis. Students document their validation structure and process results through the presentation of a completed artifact. This culminating thesis demonstrates advanced professional competence and provides a meaningful academic contribution to the service design community.

**Prerequisite(s):** (SERV 745 or SERV 728) and minimum score of 6 in 'Graduate Prerequisite Test'.

## Social Strategy and Management

**SOCL 110 History and Evolution of Social Media (5 Credits)**

From the inception of communication technologies to the mobile devices of today, the need to connect socially drives continual innovation.

Through this evolution, society has adapted to new platforms and navigated complex ethical issues. Students examine the influence of social media on cultural discourse through topics such as monetization, privacy and fair use, platform variation, media consolidation and future possibilities.

**Prerequisite(s):** (CTXT 121; ARTH 100; CTXT 122 or ARTH 110) and (ENGL 123 or ENGL 193).

**SOCL 220 Social Strategy: Messaging and Management (5 Credits)**

Consumers wade through thousands of messages each day. How do brands cut through the clutter? In this course, students build unique, scalable, strategy-adherent messages that marry content with purpose. By focusing on messaging over promotion, students discover how brands communicate and capture attention while maintaining distinct style, personality and values.

**Attributes:** Studio Elective Requirement

**SOCL 230 Social Analytics: Content Velocity (5 Credits)**

Brand marketers harness social data to develop strategies and curate content that resonates. In this course, students analyze content performance against key performance indicators to gain insights and accelerate data-driven storytelling. To thrive within the fast-paced social landscape, students develop the skills to shape brand marketing and respond in real-time.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SOCL 320 Social Strategy: Lifecycle Marketing (5 Credits)**

Impactful social campaigns engender brand loyalty. With today's increasing content demand, social media professionals must reach audiences across multiple platforms, at every point in their journey. By mapping lifecycle milestones to engagement funnels, students prioritize strategic content to deliver on value propositions and achieve brand goals.

**Prerequisite(s):** DSGN 208; BEAU 320 or FOUN 251.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SOCL 330 Social Analytics: Optimization (5 Credits)**

Social media-savvy consumers demand more than advertising and sales copy, requiring businesses to take a more strategic, relationship-building approach. Understanding the impact of marketing initiatives allows brands to adapt to audience behaviors and ever-evolving platforms. In this course, students learn to use channel-specific best practices to optimize content and amplify reach.

**Prerequisite(s):** SOCL 230.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SOCL 430 Social Media Management: Playbook (5 Credits)**

Social media creates opportunities and connections with consumers that brands never thought possible. Synthesizing consumer and brand research, students investigate this competitive landscape to develop fully integrated marketing strategies that optimize consumer experience, and translate art and commerce in an ever-evolving space. By learning how to use social media effectively, students create forward-thinking best practices that intersect design and marketing to captivate audiences and increase revenue.

**Prerequisite(s):** SOCL 330.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SOCL 440 Social Media Management: Brand Acceleration (5 Credits)**

In preparation for competitive professional opportunities, students combine design expertise, business acumen and consumer-engagement strategies to propel brand awareness and profitability. Building on audience and brand research, students select appropriate platforms and budgets to create compelling content and maintain strategic intent. Students present a comprehensive and viable brand strategy through a fully developed social campaign in the context of a specific market.

**Prerequisite(s):** SOCL 430.

**Attributes:** Business-focused elective; Studio Elective Requirement

**SOCL 479 Undergraduate Internship (5 Credits)**

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.