Product Development & Marketing Minor

This minor is for students interested in exploring concepts and tools associated with the design and marketing of new products. Courses support four dimensions of product development: a) new product planning - plan and develop the entire lifecycle of a product, b) understanding the social and environmental impact of technical solutions, c) establishing functional, technical, and aesthetic components of product design, and d) generating virtual and physical prototypes.

Coursework in this minor also supports learning about marketing new products, including crafting a clear message, identifying appropriate distribution channels, customer acquisition and engagement, customer co-innovation, and using social media and analytics to manage messaging. This minor requires that students complete 21 credit hours (seven courses), maintain a 2.0 average in minor courses and satisfy the requirements indicated below.

Five required (15 credits) courses include:

Semester/Grade
____ ______ Either SB236 Introduction to Customer-Focused Design
____ ______ or COMM229 Principles of User Experience
____ ______ or SB322 Designing and Leading Innovative Ventures Design

plus:

Semester/Grade
____ ______ MK320 Principles of Marketing
____ ______ MK/PY321 Consumer Behavior (Prereq: MK320) (fall only)
____ ______ MK332 Marketing Research (Prereq: MK320 and MA/STAT282 or MA/STAT383) (spring only)
____ ______ MK436 Creativity, Innovation & New Product Development (Prereq: MK320) (fall only)

Two courses (6 credits) from the following choices:

Semester/Grade
____ ______ COMM100/DA100 2D Digital Design
____ ______ COMM210 Theory of Rhetoric for Business, Science, and Engineering
____ ______ COMM219 Introduction to Social Media
____ ______ COMM314 Placemaking, Marketing and Promotion
____ ______ COMM345 Information Design (COMM 229)
____ ______ COMM347 Design Thinking
____ ______ COMM375 Product Design
____ ______ COMM448 Portraying Innovation through the Lens
____ ______ COMM449 Narrating Innovation
____ ______ COMM450 Leading Innovation
____ ______ SB/EM356 Invention Development & Protection

Required: MK 419: New Product Development and Marketing Portfolio (0 credits)

Semester/Grade
____ ______ *MK 419 - New Product Development and Marketing Portfolio (0-credit, Pass/Fail)

*This Portfolio is the mechanism by which students enrolled in the New Product Development and Marketing Minor maintain a repository of their work within the minor and in related areas of study and work during their time at Clarkson. This portfolio should include at least evidence from four (4) new product development and/or marketing projects that were completed by the student during their Clarkson experience. The portfolio can by multimedia and include both coursework and work from extracurricular activities, entrepreneurial initiatives, or Internship/co-op work experiences. Updated: 6/2021