Advances in technology and globalization have created an era of hyper-competition. To remain ahead of your competitors, you must continually innovate. To do so, you’ll need a solid understanding of innovation principles and processes as well as the art of managing the innovation process itself. The Innovation certificate will provide you with that knowledge.

The Innovation curriculum is truly interdisciplinary and includes coursework in design, marketing, entrepreneurship and management. The certificate is designed for anyone involved in creating and/or commercializing intellectual property.

### Curriculum (12 Credit Hours)

#### CORE COURSES
- **MKTG 7014** Systemic Innovation Tools
- **MGMT 7035** Management of Innovation
- **MKTG 7021** Design Thinking for Business
- **MKTG 7019** Product Management

#### ELECTIVES
- **MKTG 7012** Marketing Research
- **MKTG 7013** Qualitative Research Methods
- **MKTG 7015** Buyer Behavior
- **MKTG 7035** Marketing Strategy
- **MKTG 7027** e-Marketing (Social Media)
- **ENTR 7005** Entrepreneurship
- **DSGN 7021** Design Strategy & Thinking

Students may substitute core courses or electives with approval of Academic Director.

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### Learn More

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