

# Business Administration

Course Number:

**BUAD 439**

Course Title:

**Selected Topics: Marketing - Using a Design Thinking  
Process for Social Innovation**



## BUAD 439 Special Topics Marketing

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### Course Schedule

Date		Topic	Activities
Week Dates			
Jan	13	Course Introduction Project Objectives The Role of Design Thinking in Social Innovation	Ice-breaker creativity activity Reading #1
	20	Introduction to Design Thinking	d.School Starter Workshop
	27	Applying Design Thinking Concepts Selecting Project Teams	Design Project Zero (5%) Reading #2 and #3
Feb	3		

