Register now at mpd.northwestern.edu

BusinessWeek ranks the mpd² program one of the “best design thinking programs” in the world.

—Businessweek.com, September 30, 2009

Dates and Fee
Classes begin Sunday, April 17 (commence 3:00 pm) and end Wednesday, April 20 (conclude 1:00 pm). Fee: $ 4,450. Program fee includes: tuition, advanced reading materials, program materials, parking, breakfast, coffee breaks, lunch, two planned dinners, and opening reception. (Does not include accommodations).

Early registration discount available to those who submit registration and payment by February 1, 2016: $ 4,200

Corporate Pricing
Corporate pricing of $ 3,750 per participant is available to companies that send five or more employees.

Location
Classrooms are located at the Kellogg School of Management on Northwestern University’s Chicago Campus. The campus is just blocks from Lake Michigan and is just off Michigan Avenue, Chicago’s Magnificent Mile. Chicago is home to vast social and cultural resources as well as famous landmarks.

Accommodations
The program will be held on the Chicago campus of Northwestern University, Waboldt Hall, 319 East Chicago Avenue, Chicago, IL 60611. Several hotels are in the area including:

Chicago Marriott Downtown Magnificent Mile, 541 North Rush Street, Chicago, IL 60611 (312) 836-0100, marriott.com
The MileNorth Hotel, 166 East Superior Street, Chicago, IL 60611 (312) 787-6000, www.milenorthhotel.com
Omni Chicago Hotel, 676 N. Michigan Ave., Chicago, IL 60611 (312) 944-6664, www.omnihotels.com/chicago
Sheraton Chicago Hotel and Towers, 301 East North Water Street, Chicago, IL 60611 (312) 464-1000, sherratonchicago.com
W Chicago – Lakeshore, 644 N. Lake Shore Drive, Chicago, IL 60611 (312) 943-9200, www.wchicago-lakeshore.com
Overview

Our faculty

Introduction to Product Development: Understanding the new product design and development process • Phase gate process with structured criteria

Influence Strategies: Covers the theory and practice of influence in order to lead change • Emphasis on the neuroscience that underlies how people make choices and decisions

Project Management: Overview for technology intensive projects • Techniques and key factors for success

Human Factors: Using human abilities and limitations as design guidance and constraints • Designing products that are easy to learn, efficient, and satisfying to use

Marketing Principles for New Product Developers: Focuses on new marketing opportunities as well as the complexities of managing marketing for innovation in a customer-centric and digitally engaged world.

Customer Insight Tools: Techniques to identify product/platform innovation opportunities • Research techniques with quantifiable results

Understanding through Design: Understanding the value of design as a strategy • Analysis of products and design intent

Creativity and Innovation: Tools and techniques for enhancing creativity • Thinking out of the box, brainstorming, mind mapping, optimization techniques

Gap Analysis in the Design Process: Opportunity analysis and development for breakthrough products, ideation and concept selection • Minimizing risks in new product development

Effective Software Development Processes: Risk-driven scheduling • Test-driven iterated development • Flow and the gelled programming team

Global Product Development and Supply Chains: Focusing on key international elements of both technical and non-technical PD issues as corporations reach abroad for product development.

Management of Intellectual Property: Management of innovations and intellectual property • Using value translation, value transference, and value transportation.

Essentials of Industrial Design: Historical impact of industrial design • Understanding successful and unsuccessful products.

The Management of Product Innovation: Managing the high-levange points of an innovative global product development program • Developing a creative organization • Program and strategic thinking techniques • Portfolio creation and management and core competencies as drivers of global technology • Product development and resource allocation strategies • Achieving internal alignment across functions and levels and tying metrics to strategy • Strategic alliances and external (open) innovation in a global and dynamic market.

3-Day Executive Education Program: Managing Product Design and Development

Key Benefits

• Gain skills in identifying opportunities in the product design and development process.
• Learn a structured process for product design and development with specific phases and criteria to ensure successful product introductions.
• Understand human factors and usability in the design process.
• Learn management strategies and supporting metrics to assure optimal performance by a product development group.
• Acquire techniques to enhance creativity as well as manage intellectual capital.
• Learn the underlying principles of project management for success.
• Learn about end-user focused innovation research and the designer’s role in achieving product success.
• Understand customer focused innovation and more insightful market research.

Who Should Attend

This program is designed for product development professionals who have either technical or marketing backgrounds. Participants who would benefit most are those who have a passion for product design and development and whose organizations will benefit from a robust product design and development process.

Walter B. Herbst, IDSA
Director, MPD Program
Clinical Professor of Mechanical Engineering
McCook School of Engineering and Applied Science
Clinical Professor of Marketing
Center for Research in Technology Management
Co-Director, MMM Program
Clinical Associate Professor, Mechanical Engineering

John Boyce, MEd
Adjunct Lecturer, MPD Program
McCook School of Engineering and Applied Science
Senior Business Consultant, Raise

Russell J. Branaghan, PhD
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Assistant Professor, Applied Psychology
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Kellogg School of Management
Vice President, Schieffer and Associates

William W. Farley
President and Applied Science
Vice President

Greg Holderfield
Director, Segal Design Institute
Co-Director, MMM Program
Clinical Associate Professor, Mechanical Engineering

Candy Lee, PhD
Professor, MPD Program
Managing Director, MMM Program
Professor, Medil School of Journalism, Media, Integrated Marketing Communications

Robert Schieffer
Vice President

3 easy ways to apply

1. Online: Please visit our website, mpd.northwestern.edu to fill out an online application and to check for the latest program dates and information.
2. Phone: 847.467.3365
3. Email: mpd@northwestern.edu