

ELEC 343 : Design for Business

Create comprehensive business models based on brand strategy and idea development. Redesign existing enterprise or create new market venture. Topics include: sustainability; market development; social media tools; entrepreneurship; and planning. Ringling Letterpress and Book Arts Studio may be used for collateral and/or product development. Registration priority: (1) GD majors and minors; (2) other majors with instructor's permission.

Credits 3

Studio Hours 6

Lecture Hours 0