IMDM351 Digital Innovation Marketing and Business

IMDM351 is a lecture-based course in which students research and learn to implement best practice strategies in building support for wide ranging projects in the fields of applied creativity (entrepreneurial ventures, media startups, public media arts, and design projects, etc.)

Students will learn how to effectively build a modern promotional portfolio that supports their entrepreneurial and creative emerging technology, new media, or artistic endeavors. Modern portfolio building practices dictate that those working in the creative and tech industries should account for a wide-ranging field when promoting their creative or technical projects. In this course, you will:

- Research and implement best practices for documenting and publicly portraying your creative and tech-related work(s)
- Research how to effectively build public recognition for your projects in both online and offline scenarios
- Develop strategies for finding and successfully applying for support for your creative or tech-related projects; whether it be logistical, technical, or financial support from industrial, governmental, non-profit, or other applicable sources
- Learn from guest speakers what works and what doesn’t when it comes to successfully finding the right resources to take your ambitions to fruition.
- Learn how to convey the importance of your work through in-person presentations and pitches.

Prerequisites: advanced standing in IMD