CPG Product and Business Innovation Studio

A graduate multi-disciplinary real-world project-based design course
Spring 2020  DSGN 495-40

Tuesdays 11-2
Thursdays 3-6

Experience first-hand how entrepreneurial innovation happens within a leading Consumer Packaged Goods company.

Drawing from programs including MMM, EDI, IMC, and McCormick engineering, design-oriented graduate students are assembled into diverse teams combining technical, design, business, and communication skills. Starting with in-home consumer research, teams are guided through the Design Thinking process to drive transformative product innovation and corresponding business model innovation.

Students work under NDA on real-world innovation projects sponsored by P&G, led by the teaching team and advised by P&G technical and marketing experts.

Instructors:

Helen von den Steinen
R&D Products Research
Procter & Gamble
Industry Innovator in Residence
Segal Design Institute
Helen.Vondensteinen@northwestern.edu

Craig Sampson
Founder
TBD Innovation
Adjunct Professor
Segal Design Institute
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Info sessions:
EDI (only) – 12 pm Feb 7
EDI Studio, Ford Design Building
IMC (only) – 11 am Feb 10
McCormick Foundation Auditorium
Kellogg & McCormick – 12:15 pm Feb 10
The Hive, Ford Design Building 2.350

To apply for enrollment please email a brief statement of interest to the instructors including:
- what skills you bring to the course
- what you hope to learn from this course
- resume (and portfolio if you have one)

Deadline for submission: 5 pm Tuesday Feb 18
Enrollment responses by: 10 am Monday Feb 24