

**Applied Innovation Management: An Interdisciplinary Marketing and Engineering
Product Design Curriculum (ABSTRACT ONLY)**

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Abstract

This paper presents the framing of an engineering and marketing/business interdisciplinary “fifth-year” graduate program which would enable engineering students to move “off the bench” and into innovation/product development process professionals. This is a step-up without being a typical “engineering management” program. The assessment process of this program concept is discussed.