Any “design” solution has intentions, and the designer hopes the intended solutions satisfy the eventual users or audiences and achieve the goals of the clients. This is particularly true for commercial design applications. An even bigger question for designers is how the design (products, interiors, or/and architecture) manifests the intended outcomes (brand image, consumer satisfaction, profits, etc.). Companies spend tremendous amounts of money in marketing to figure this out.

Do you really believe that color, lighting, layout, furniture, and so on affect the profitability of the organization? The good news is marketers and retailers believe that the store environment (physical environment) does influence the profitability of the store. The bad news is they don’t exactly know how it works. Therefore, they leave it up to us, the designers. Then, do you know? Through this seminar, we will try to answer these questions and explore a possible methodology for studying how design affects buying. Students will be engaged in design analysis of an existing store environment.

Goals of this course are:
1. To explore design issues pertaining to designing for consumer driven market places.
2. To study the primary and supporting marketing functions of interior design, development, retail and service industries.
3. To explore the role of designers within the design process and marketing.
4. To enhance critical thinking, creativity and conceptualization skills through marketing ideation relating to architectural design in retail and service industries.

The topics covered include but are not limited to; design theory, environmental perception, consumer behavior, branding and market trends. Students will be involved in readings, discussions, observations, case studies, and/or team projects.