

MSc Programme

# Strategic Product Design



Great products don't just happen. Behind the best products is a development process which begins with careful consideration of markets needs, the competitive environment, consumer preferences, corporate resources, the existing product and brand portfolio, and of course, form and function. The MSc programme in Strategic Product Design offers the tools to successfully exploit market opportunities – and create great products – by thinking strategically about product design and development. With the help of techniques such as market and trend analyses, and by giving consideration to future scenarios, government policies, environmental requirements and new technologies, you gain insight into the processes

that drive strategic product design. Other aspects of the programme include product launch, analysis of economic rationales, and the international dimension of product development. Ultimately, you will acquire the skills to help companies to conceptualise, develop and introduce strategically sound, sustainable and commercially successful products and services for clients and customers who live and act in the real world.

## *Mastering the Fuzzy Front End of product development*

### Career prospects

Graduates are extremely well prepared to move into positions as strategic designers, product or brand managers, new product development project leaders, innovation consultants, design and brand consultants, and innovation managers. Some graduates choose to go into research, either in the commercial world or in academia. SPD-graduates have been hired by firms such as TomTom, Philips, Océ, TNT, KPN, T-Mobile, L'Oreal, Samsung, DSM, Exact, Fronteer Strategy, and Sunidee.

### Programme specialisations

The SPD programme offers several ways to further specialise and to acquire expertise in particular SPD-related topics. Students interested in academic research are encouraged to participate in existing research projects within the portfolio, but they may also pursue a personal interest within the same area. Alternatively, with an appropriate selection of elective courses, students may use the specialisation to gain more in-depth knowledge of particular SPD topics. As is the case for all TU Delft MSc programmes, it is possible to receive an annotation on **sustainability** or **entrepreneurship**.

The SPD programme offers two specialisations:

- **Advanced Automotive Design:** focuses on the automotive design process, and the ability to apply that knowledge in solving design problems. It provides a framework for a new generation of automotive designers. You will help develop innovative, appropriate solutions to meet the needs of the automotive industry and more generally, the needs of society.
- **Retail Design:** focuses on the design of physical and virtual retail spaces such as shops, shopping malls and WEB stores. Students will gain a strong understanding of the customer and of customer needs and expectations. With the availability of new technology tools, a retail designer can help marketers and retailers to create unique experiences that connect with customers on a deep, emotional level.

# Strategic Product Design curriculum

Candidates may begin their studies in September or in February; the starting date affects the order in which courses are taken. In either case, the programme focuses on multicultural collaboration and creative problem solving in the fall semester and on teamwork and research in the spring semester. During the second year, the emphasis is on design projects and the identification, definition and completion of the individual graduation project.

General IDE Courses	EC
Design Theory and Methodology	3
Generic and Professional Skills	3
Internationalisation	3
Joint Master Project	12

Programme-specific courses/projects/electives	EC
Context and Conceptualisation	6
Brand and Product Strategy	6
New Product Commercialisation	6
Customer Research in NPD	6
Strategic Value of Design	3
New Product Economics	3
SPD Research Methodology	3
Leading Strategic Design	3
Design Strategy Project	6
SPD Research Project	6
Electives (specialisations can be taken here)	18
Graduation Project	33

■ Shared IDE courses 
 ■ Projects 
 ■ Master-specific courses 
 ■ Graduation project 
 ■ Electives

• 1 EC = 28 hrs study, according to the European Credit Transfer System (ECTS) • One academic year = 60 EC (1680 hours of study) •  
 Total amount of credits MSc programme = 120 EC

## Admission requirements

- Graduates with a BSc degree from a Dutch University of Applied Sciences (HBO): Applicants holding a relevant HBO degree such as Industrial Product Design (IPO), Product Design & Engineering, Human Technology, Mechanical Engineering, Human Movement Technology, Civil Engineering, Aerospace Engineering, or Engineering Design & Innovation may be admitted after following a bridging programme. Applicants with other degrees should contact one of the academic counsellors. All candidates must make a formal application for admission; for more information, please contact the academic counsellors.
- Dutch university graduates: Applicants with a BSc in Industrial Design from TU Delft, Eindhoven University of Technology, and Twente University will be admitted to the Master's programme

without conditions. Applicants with another BSc from a Dutch university may be admitted to the Master's programme, depending on previous training and competence. Students will be required to enrol in a bridging programme. Required entry level skills include the following: Product Design, Information Design, Interaction Design, Multimedia Design, Basic Research skills and knowledge of technical product development processes. If you wish to apply or if you are not sure whether your degree qualifies you for admission, please contact one of the academic counsellors listed below.

- International applicants: Applicants from non-Dutch universities can apply on the basis of grades, portfolio, a letter of motivation explaining the reasons they wish to enrol in the Strategic Product Design programme, and their study and career objectives. These applicants must contact the IDE International Office before application. For details on admission requirements and procedures, see [www.ide.tudelft.nl/international](http://www.ide.tudelft.nl/international).

For further information: [www.spd.msc.tudelft.nl](http://www.spd.msc.tudelft.nl)

### Further information for national applicants

Ms J.C. Thieme or Mr J.H. Wiltjer, Academic Counsellors T +31 (0)15 27 82941/83041

E [master-io@tudelft.nl](mailto:master-io@tudelft.nl)

### Further information for international applicants

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