



# Student Research Opportunities

## What is iLabs?

iLabs is the University of Michigan-Dearborn's Center for Innovation Research. Generally speaking, iLabs is the campus' very own market research and consulting firm.

## Why iLabs?

Eligible students can take iLabs for three credit hours towards their degree.

iLabs is an experiential learning opportunity, similar to an internship. The projects have real-world applications, but are completed within the comfort of the University.

Students have the opportunity to work alongside iLabs alum, who hold various positions in a variety of different industries, as well as UM-Dearborn faculty.

193  
Students  
since 2002



#12  
Students provided  
with J.D. Power  
scholarships directly  
for their iLabs  
participation



Nearly \$900,000  
in sponsored research  
& grants

## The Details



**Independent study**

**Marketing or General Business credit**

**3 credit hour course (may take iLabs up to two times)**

**Open to both Undergraduate and Graduate students**

### **Pre-Requirements:**

Quantitative analysis course (e.g. DS 300, DS 301)

MKT 352 (preferred) or equivalent

Experience with Microsoft Excel, Word, and PowerPoint

Ability to work in a team/group environment

Highly motivated with strong time management skills

### **Preferred Requirements:**

Experience with SPSS

Experience with Qualtrics or other online survey software



Questions? Email us at:  
**umd-ilabs@umich.edu**

To learn more, visit:  
**umdilabs.com**

To apply, visit:  
**umdilabs.com/students**