



Where Opportunity Meets Execution

Center for Innovation Research

Student Research Opportunities

What is iLabs?

iLabs is the University of Michigan-Dearborn's Center for Innovation Research. More generally speaking, iLabs is the campus' very own Market Research & Consulting Firm.

What does iLabs mean to students?

iLabs is a course that all eligible students can take for credit at the College of Business.

iLabs students lead projects that have real-world value. They work alongside iLabs alum who hold positions in the region's top market research firms like Gongos, JD Power, RDA Group, Morpace, and ForeSee.

The Details

Independent Study

Business or Marketing Credit

Three-Credit Hour Course (can take iLabs up to two times)

Pre-Requirements for student participation in iLabs:

DS 300 and MKT 352 (or equivalent)
Experience with Microsoft Excel, PowerPoint, and Word
Ability to work in a team/group environment

Preferred Requirements:

Experience with SPSS
Experience with Qualtrics or other online survey software

Note: Position counts as a three-credit independent study course and is unpaid. Please see your academic advisor for more details about how iLabs course credit can apply to your program.

Questions? Contact US @:

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Learn more about iLabs @:

www.umdilabs.com

Apply to iLabs @:

www.umdilabs.com/students

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Students in
iLabs Since

28
Of iLabs Alumni
Employed at Market
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OVER
\$ 850,000
in Sponsored
Research & Grants
in 8 Years