Marketing Colloquium
Distinguished Speaker Series
Spring 2011

REMINDER

March 4, 2011, 11:00-12:30 PM, Room: 3164 Gerdin

Erin MacDonald
Assistant Professor of Mechanical Engineering and Art & Design
Iowa State University

TITLE: Interdisciplinary Sustainable Design

Dr. MacDonald will speak about some of her research projects over the past few years including social science considerations in the design of sustainable products; modeling customer decision processes and preferences in interdisciplinary product design; wind farm optimization considering landowner decisions; and improving web advertisement click-through rates by customizing advertisements to match cognitive style.

Food such as pizza will be provided, please bring your own beverage.

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