

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 (may take iLabs up to two times).

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.

199
Students
since 2002

#16

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

Over **\$1,000,000**
in sponsored research
& grants

The Details

Independent study

3 credit hour Marketing or General Business course
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