

School of Fine Arts Design and Architecture / Industrial Design

2023 - 2024 Academic Year

BUSINESS and MARKETING for DESIGNERS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BUSINESS and MARKETING for DESIGNERS	EUT3115323	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Seher Oya AKMAN				
Name of Lecturer(s)	Lect. Karaca Murat ERDEM				
Assistant(s)					
Aim					
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			10, 12, 16, 4, 9	A, E	
			10, 16, 4, 9	E, F	
			10, 16, 4, 9	E	
			10, 16, 4, 9	E, F	
			10, 16, 4, 9	E, F	
			10, 16, 4, 9	E, F	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods			Weight(%)		
(Midterm Exam)					
Midterm Exam			50		
(General Exam)					
General Exam			50		
Resources					