

AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Artificial Intelli	gence Applica	itions					
Course Code	PAR184	Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit 2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course Students will be able to learn and develop and eventually analyse different kind of technologies within the semester. Through ardunio, they will be able to comprehend the use of data and sensors in big data environment, and integrate the knowledge in to emerging industries so as to build new abilities in line with the Industry 4.0 era.				within the data in line				
Course Content	The class und adapting new principles of se expected to kr	erlines adapta applications the etting up and how the working	ation of n nrough Ir splitting u ng princip	ew technologie aternet of things up new devices bles of a techno	es by means of s (IOT). Beside s. At the end of ological device	f comprehendi es, the studen f the semester s.	ng, interpreting a ts will be able to the students are	ind learn the
Work Placement	N/A							
Planned Learning Activities and Teaching Methods			Explana	ition (Presentat	tion), Discussio	on, Case Stud	y	
Name of Lecturer(s)								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)	
Midterm Examination	1	40	
Final Examination		1	60

Recommended or Required Reading

1 P. Georges, S. Bayle, M. Badoc. 2014. Neuromarketing in Action, Kogan Page.

Week	Weekly Detailed Course Contents					
1	Theoretical	Introduction to artificial intelligence in marketing				
2	Theoretical	Artificial intelligence from yesterday to today				
3	Theoretical	Content marketing				
4	Theoretical	The role of artificial intelligence in social media marketing				
5	Theoretical	Artificial intelligence in product innovation				
6	Theoretical	Competition in the age of artificial intelligence				
7	Theoretical	Company building based on artificial intelligence				
8	Theoretical	Artificial intelligence and perception management				
9	Theoretical	The role of artificial intelligence in consumer behavior				
10	Theoretical	Artificial intelligence in supply chain management				
11	Theoretical	Artificial intelligence and public relations				
12	Theoretical	Artificial Intelligence and brand positioning				
13	Theoretical	Artificial intelligence and product placement				
14	Theoretical	Marketing communication with artificial intelligence				

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload	
Lecture - Theory	14	0	2	28	
Term Project	1	0	10	10	
Midterm Examination	1	5	1	6	
Final Examination	1	5	1	6	
	50				
	2				

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1 Ability to analyze developing technology



2 Contribute to new product development
3 Ability to generate ideas to assist product decisions
4 Ability to manage projects
5 managing projects and improvement of different kinds of projects in line with big data environment.

Programme Outcomes (Fashion Design)

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1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

Contribution of Learning Outcomes to Programme Outcomes 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

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	L1	L2	L3	L4	L5	
P1			3		3	
P2	3					
P4		3				
P7				3		

