



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Artificial Intelligence Applications							
Course Code		PAR184		Course 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 arduino , 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.							
Course Content		The class underlines adaptation of new technologies by means of comprehending, interpreting and adapting new applications through Internet of things (IOT). Besides, the students will be able to learn the principles of setting up and splitting up new devices. At the end of the semester the students are expected to know the working principles of a technological devices.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	P. Georges, S. Bayle, M. Badoc. 2014. Neuromarketing in Action, Kogan Page.
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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	Intermediate Exam	Mid-term Examination
10	Theoretical	The role of artificial intelligence in consumer behavior
11	Theoretical	Artificial intelligence in supply chain management
12	Theoretical	Artificial intelligence and public relations
13	Theoretical	Artificial Intelligence and brand positioning
14	Theoretical	Artificial intelligence and product placement
15	Theoretical	Marketing communication with artificial intelligence
16	Final Exam	Final Examination

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
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				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)

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

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

