Silicon Valley and San Francisco

- Silicon Valley and San Francisco became synonymous with technological innovation and entrepreneurship that has been changing everyday life all around the world.

- Hosting world’s top universities, academicians, research & development labs and technology companies, the area is visited by business people, government delegations, students, and academicians from all around the world continuously.
The concept of **Customer Experience Design** acknowledges that **marketing is big social design** with people in the center going beyond technical buzzword of our day, UX design.

With heavy emphasis on analysis of consumer behavior and the marketplace, this seminar/workshop aims to provide students with necessary tools to grasp the so-called **design thinking** to be able to generate effective and meaningful consumption experiences at various levels of brands’ interaction with target audiences.

Therefore it incorporates various disciplines (e.g., psychology, sociology, economics, anthropology among some others) to be able to generate insights about people and the marketplace and to use the same insights to design, understand, and manage consumption experiences.
Goal of the Program

- To familiarize the students with the key concepts in today’s marketing.

- To help them develop skills in understanding the dynamics in marketplace in order to gain insights and to be able to design and implement meaningful customer experiences.

- To broaden their horizons in such a unique geography by being exposed to “different” and “cutting edge.”

- To inspire them to pursue their own careers by introducing them to people who work in the most desired companies.
Sessions

- The students will meet at the San Francisco State University Graduate Business Programs downtown campus and/or one of the downtown start-up co-working spaces.
Sample Company Visits
SEE HOW BUSINESSES RUN ON INTEL
From supercomputers to the cloud, we’re at the heart of transforming any business or industry.

EXPERIENCE WHAT’S INSIDE
At CES 2016, Intel explores the universe with fresh new technology.

Go Inside CES 2016
Accommodation at Hostelling International (HI) Downtown

- The location of Hostelling International Downtown is perfect for an easy walk to SF State Downtown campus, as well as many business and touristic areas in the heart of San Francisco.
- It provides students the opportunity to interact with guests from all around the world and have a more international experience.
- Continental breakfast and all day coffee included.
Shared Rooms at HI Downtown

- The most economical accommodation is in 4-bed dorm style rooms.
Central Location: HI Downtown & Sessions
Locations

• HOSTELLING INTERNATIONAL DOWNTOWN
  312 Mason Street
  San Francisco, CA 94102
  https://www.hiusa.org/hostels/california/san-francisco/downtown

• SAN FRANCISCO STATE UNIVERSITY MBA CAMPUS
  835 Market St. 6th floor
  San Francisco, CA 94103
What is included

- Daily seminars by Prof. Dr. Gulnur Tumbat
- Trips to Silicon Valley companies.
- Guest speakers from Silicon Valley companies to in-class seminars.
- 14 nights of accommodation at Hostelling International
- Continental breakfast and all day coffee at the Hostel. (Participants can also use the fully equipped kitchen to make or save their own meals.)
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<tbody>
<tr>
<td>1</td>
<td>13.1.18 <strong>Saturday</strong></td>
<td>Istanbul-SF Flight</td>
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<td>2</td>
<td>14.1.18 <strong>Sunday</strong></td>
<td>Free Day</td>
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<td>3</td>
<td>15.1.18 <strong>Monday</strong></td>
<td>SFSU MBA Campus Seminar</td>
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<td>4</td>
<td>16.1.18 <strong>Tuesday</strong></td>
<td>SFSU MBA Campus Seminar</td>
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<td>5</td>
<td>17.1.18 <strong>Wednesday</strong></td>
<td>SFSU MBA Campus Seminar + Guest Speaker</td>
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<td>6</td>
<td>18.1.18 <strong>Thursday</strong></td>
<td>SFSU MBA Campus Seminar + Company Tour-SF (ex: Facebook+Salesforce)</td>
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<td>7</td>
<td>19.1.18 <strong>Friday</strong></td>
<td>SFSU MBA Campus Seminar + Company Tour-Silicon Valley ex: Google+Stanford)</td>
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<td>8</td>
<td>20.1.18 <strong>Saturday</strong></td>
<td>Free Day / UC Berkeley Tour</td>
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<td>9</td>
<td>21.1.18 <strong>Sunday</strong></td>
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<td>10</td>
<td>22.1.18 <strong>Monday</strong></td>
<td>SFSU MBA Campus Seminar + Company Tour-SF (ex: LinkedIn+Twitter)</td>
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<td>11</td>
<td>23.1.18 <strong>Tuesday</strong></td>
<td>SFSU MBA Campus Seminar</td>
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<td>12</td>
<td>24.1.18 <strong>Wednesday</strong></td>
<td>SFSU MBA Campus Seminar + Guest Speaker</td>
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<td>13</td>
<td>25.1.18 <strong>Thursday</strong></td>
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<td>14</td>
<td>26.1.18 <strong>Friday</strong></td>
<td>SFSU MBA Campus Seminar + Company Tour-Silicon Valley (ex: Intel+Apple)</td>
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<td>15</td>
<td>27.1.18 <strong>Saturday</strong></td>
<td>SF-Istanbul Flight</td>
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Gülner Tumbat is Professor of Marketing at San Francisco State University. She has published in prestigious academic journals including *Journal of Marketing*, *Journal of Consumer Research*, *Marketing Theory*, *Journal of Consumer Behavior*, *Consumption, Markets and Culture*, *Advances in Consumer Research*, *European Advances in Consumer Research*, and *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*.

She has also taught at *University of Utah*, *American University of Beirut*, *Université de Nice Sophia Antipolis-France*; *Bahcesehir University-Istanbul*. Furthermore, she works as an independent consultant on brand strategies, advertising plan development, and strategic and cultural analysis of marketplace dynamics with clients like *Philips, SCA, REI*. 
Thank you.

Silicon Valley School in San Francisco - 2018

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