





# 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.



# Customer Experience Design Workshop



- 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



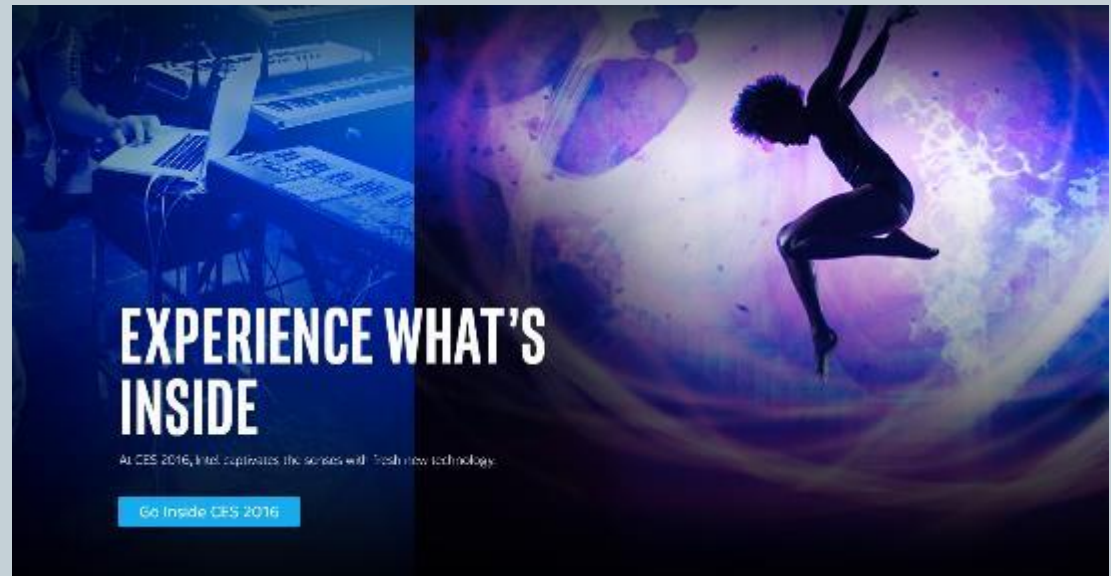
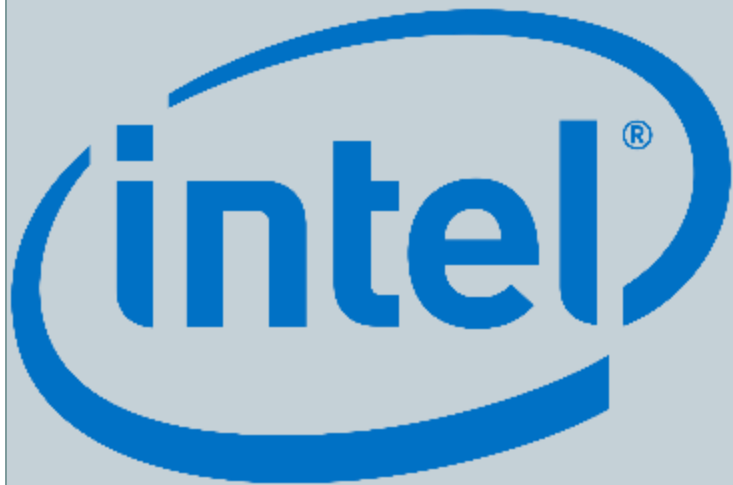


A promotional banner for Intel featuring Sheldon Cooper from 'The Big Bang Theory' standing in a city street at night. The background shows city lights, buildings, and a white car. The text 'SEE HOW BUSINESSES RUN ON INTEL' is prominently displayed in white, bold, sans-serif font. Below it, a smaller line of text reads 'From supercomputers to the cloud, we're at the heart of transforming any business or industry.' At the bottom center, there is a blue button with white text that says 'Discover amazing opportunities.'

# SEE HOW BUSINESSES RUN ON INTEL

From supercomputers to the cloud, we're at the heart of transforming any business or industry.

Discover amazing opportunities.

A promotional banner for Intel's CES 2016 event. The banner is split into two vertical panels. The left panel shows a person's hands typing on a laptop keyboard, with the text 'EXPERIENCE WHAT'S INSIDE' in white, bold, sans-serif font. Below it, a smaller line of text reads 'At CES 2016, Intel captures the senses with fresh new technology.' At the bottom center of the left panel, there is a blue button with white text that says 'Go Inside CES 2016'. The right panel shows a person jumping in a cosmic, purple and blue space with a large, glowing planet in the background.

# EXPERIENCE WHAT'S INSIDE

At CES 2016, Intel captures the senses with fresh new technology.

Go Inside CES 2016









GOOGLE



# 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.)



# General Program (Subject to change)



<b>1</b>	13.1.18	<b>Saturday</b>	Istanbul-SF Flight
<b>2</b>	14.1.18	<b>Sunday</b>	Free Day
<b>3</b>	15.1.18	<b>Monday</b>	SFSU MBA Campus Seminar
<b>4</b>	16.1.18	<b>Tuesday</b>	SFSU MBA Campus Seminar
<b>5</b>	17.1.18	<b>Wednesday</b>	SFSU MBA Campus Seminar + Guest Speaker
<b>6</b>	18.2.18	<b>Thursday</b>	SFSU MBA Campus Seminar + Company Tour-SF (ex: Facebook+Salesforce)
<b>7</b>	19.1.18	<b>Friday</b>	SFSU MBA Campus Seminar + Company Tour-Silicon Valley ex: Google+Stanford)
<b>8</b>	20.1.18	<b>Saturday</b>	Free Day / UC Berkeley Tour
<b>9</b>	21.1.18	<b>Sunday</b>	Free Day
<b>10</b>	22.1.18	<b>Monday</b>	SFSU MBA Campus Seminar + Company Tour-SF (ex: LinkedIn+Twitter)
<b>11</b>	23.1.18	<b>Tuesday</b>	SFSU MBA Campus Seminar
<b>12</b>	24.1.18	<b>Wednesday</b>	SFSU MBA Campus Seminar + Guest Speaker
<b>13</b>	25.1.18	<b>Thursday</b>	SFSU MBA Campus Seminar
<b>14</b>	26.1.18	<b>Friday</b>	SFSU MBA Campus Seminar + Company Tour-Silicon Valley (ex: Intel+Apple)
<b>15</b>	27.1.18	<b>Saturday</b>	SF-Istanbul Flight



# Prof. Dr. Gulnur Tumbat



- Gülnur 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.



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Director

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