



ÜNİVERSİTE - SANAYİ İŞBİRLİĞİ MERKEZLERİ PLATFORMU

USIMP TT TRAINING COURSE PROGRAMME

“MARKETING AND BUSINESS DEVELOPMENT FOR ACADEMIC RESEARCH”

FEBRUARY 20-21-22-23, 2023

Online

Monday 20th February 2023

MODUL1: PRESENTING RESEARCH STRENGTHS

Lecturers: *Çetin AKIN & Doç. Dr. Serdal TEMEL*

09:00-10:00	MODULE 1 -
10:00-10:15	Break
10:15-11:15	MODULE 1 - continued,
11:15-11:30	Break
11:30-12:30	MODULE 1 - continued,
12:30-13:30	Lunch
13:30-14:30	MODULE 1 - continued,
14:30-14:45	Break
14:45-15:45	MODULE 1 - continued, - Questions&Answers



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Tuesday 21th February 2023

MODULE 2: BUSINESS DEVELOPMENT PROCESSES

Lecturers: *Aykut GÜLALANLAR & Semih ERDEN*

09:00-10:00	MODULE 2 -
10:00-10:15	Break
10:15-11:15	MODULE 2 - continued,
11:15-11:30	Break
11:30-12:30	MODULE 2 - continued,
12:30-13:30	Lunch
13:30-14:30	MODULE 2 - continued,
14:30-14:45	Break
14:45-15:45	MODULE 2 - continued, - Questions&Answers



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Wednesday 22th February 2023

MODULE 3: COMMERCIALISATION MODELS

Lecturers: *H. Mehmet ALPATLI & Ayşe ŞEN*

09:00-10:00	MODULE 3 -
10:00-10:15	Break
10:15-11:15	MODULE 3 - continued,
11:15-11:30	Break
11:30-12:30	MODULE 3 - continued,
12:30-13:30	Lunch
13:30-14:30	MODULE 3 - continued,
14:30-14:45	Break
14:45-15:45	MODULE 3 - continued, - Questions&Answers



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Thursday 23th February 2023

MODULE 4: EXPLOITING AVAILABLE FUNDS

Lecturers: *Esra CER YARDIMOĞLU & Çetin AKIN*

09:00-10:00	MODULE 4 -
10:00-10:15	Break
10:15-11:15	MODULE 4 - continued,
11:15-11:30	Break
11:30-12:30	MODULE 4 - continued,
12:30-13:30	Lunch
13:30-14:30	MODULE 4 - continued,
14:30-14:45	Break
14:45-15:45	MODULE 4 - continued, - Questions&Answers