University Ss. Cyril and Methodius, Faculty of Mechanical Engineering

PROPOSAL FOR STUDY PROGRAM (MAJOR)

MASTER'S STUDUES IN INDUSTRIAL DESIGN AND MARKETING (MS-IDM)

Organized by	***INSTITUTE FOR ENGINEERING DESIGN, MECHANIZATION AND MOTOR VEHICLES***

Field of study	***INDUSTRIAL DESIGN AND MARKETING (MS-IDM)***

Program type	***Master's Studies***

Diploma	***Master of Science in Industrial Design and Marketing (M. Sc.)***

Identification of needs and possibilities for employment	- *research and education,* - *industry, small and medium size enterprises in the area of production,* - *engineering design studios,* - *marketing agencies,* - *television houses,* - *digital design studios .*

Basic competences of the profile:	- *ability to distinguish and apply different product styles in the context of industrial design,* - *advanced knowledge and skills in three-dimensional modeling of physical objects,* - *advanced knowledge and skill for three-dimensional computer-aided design,* - *knowledge in the area of colors theory and industrial coloring,* - *knowledge and skills for design of innovative products with understanding of ergonomic, functional and technical aspects of the product,* - *ability to apply advanced computer-aided tools for computer-aided design of products,* - *knowledge of the methods for evaluating consumer behavior, performing market research* - *knowledge of the methods for presenting products and methods for marketing communication,* - *knowledge and skills for creating computer animations,* - *specific knowledge for application of industrial design methods in transportation design.*

Table 1. Basic structure of the Master's studies for academic profile (2-year) (full-time) Mater of Science in Industrial Design and Marketing

No.	Module/ Study Courses	ECTS	VII sem.	VIII sem.	IX sem.	X sem.
1	M4 Mathematics and Informatics	6	6 (XI)			
2	M5-1 Basic elective	6	6 (XII)			
3	M5-2 Basic elective	6	6 (XII)			
4	M5-3 Basic elective	6	6 (XII)			
5	M5-4 Basic elective	6	6 (XII)			
6	M5-5 Basic elective	6		6 (XI)		
7	M5-6 Basic elective	6		6 (XII)		
1	M5-7 Basic elective	6		6 (XII)		
2	M5-8 Basic elective	6		6 (XII)		
3	M5-9 Basic elective	6		6 (XII)		
4	M6-1 Advanced elective	6			6 (XI)	
5	M6-2 Advanced elective	6			6 (XII)	
6	M6-3 Advanced elective	6			6 (XII)	
7	M6-4 Advanced elective	6			6 (XII)	
8	M6-5 Advanced elective	6			6 (XII)	
8	M6-6 Advanced elective	6				6 (XIII)
8	M6-7 Advanced elective	6				6 (XIII)
8	M7 Master's thesis	18				18
	Credits per semester:	**120**	**30**	**30**	**30**	**30**

Elective courses in module M4 in VII semester:

No.	Course title:	ECTS
1.	M4 Selected chapters in Applied mathematics	6 (XI)
2.	M4 Selected chapters in informatics	6 (XI)
3.	M4 Selected Chapters in Probability and Statistics	6 (XI)

Basic elective courses in module M5, VII and VIII sem.:

No.	Course title:	ECTS
1.	M5 Industrial Design Review	6 (XII)
2.	M5 Design Materials	6 (XII)
3.	M5 Color Theory and Metrics	6 (XII)
4.	M5 Marketing management	6 (XII)
5.	M5 Computer-Aided Product Design	6 (XII)
6.	M5 Sculpture	6 (XII)
7.	M5 Consumer Behavior and Market Research	6 (XII)
8.	M5 Digital animation	6 (XII)
9.	M5 Design Studio	6 (XII)
10.		

Advanced elective courses in module M6, IX and X sem.:

No.	Course title:	ECTS
1.	M6 Product Development and Innovation Management	6 (XIII)
2.	M6 Conceptual Design	6 (XIII)
3.	M6 Presentation Techniques and Multimedia	6 (XIII)
4.	M6 Customized Production, Modeling and Rapid Prototyping	6 (XIII)
5.	M6 Marketing Communication	6 (XIII)
6.	M6 Ergonomics and Bionics	6 (XIII)
7.	M6 Transportation Design	6 (XIII)

- Students can select two courses from other master's studies programs offered at the University.