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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Brand Management** | |  | 3 | 3+0 | 3 | 4 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | The aim is to ensure that the student can ensure the recognition and announcement of the brand according to the business strategies, harmonize the brand positioning and sales strategies and practices, follow the brand strategies and act accordingly, and restructure the brand by following the brand strategies of the competitors. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Learns the concept of brand and the elements it contains. 2. Understands concepts such as brand loyalty and brand value and gains competencies such as helping to create brand identity and strengthen the brand image in the organizations they will work with. 3. Learns brand strategies in detail. 4. Understands the strategic marketing management process and the relationship of this process with the brand. | | | | | | | Course Content | Lesson; brand and product relationship, examination of domestic and global brands, the position of the brand in the marketing strategy: segmentation, targeting, differentiation and positioning, basic concepts about the brand: brand image, brand, identity, brand personality, brand loyalty and brand value, used in brand management It covers strategies, brand leagues and sample brand reviews. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Marketing mix and brand's position in marketing | | | | | | | 2 | Product concept and product-brand relationship | | | | | | | 3 | Product life cycle and different marketing decisions for different periods | | | | | | | 4 | Packaging and labeling | | | | | | | 5 | Brand introduction | | | | | | | 6 | Today's brands: examining local and global brands | | | | | | | 7 | Marketing strategy and branding: segmentation and market targeting | | | | | | | 8 | Marketing strategy and branding: market differentiation and positioning | | | | | | | 9 | Key brand concepts : brand image, brand identity and brand personality | | | | | | | 10 | Key brand concepts: brand loyalty and brand equity | | | | | | | 11th | Brand strategies: family brand, brand extension and line expansion | | | | | | | 12 | Brand strategies: multiple branding and other branding strategies | | | | | | | 13 | Brand management case study-I | | | | | | | 14 | Brand management case study-II | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Borca, G., (2019) Brand and Management, (Ed. Ferruh Uztuğ), Anadolu University Press, Eskişehir.  Batı, U., (2015) Brand Management, Alfa Publications, 1st edition Istanbul.  Aaker, D., (2010) Creating Strong Brands, Mediacat Publications. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 2 | | 2 | one | | - | 3 | | one | - | | 2 | 2 | | one | | **LO2** | 2 | | 3 | 2 | | - | 4 | | one | - | | 3 | 3 | | 2 | | **LO3** | 2 | | 2 | one | | - | 3 | | one | - | | 2 | 2 | | one | | **LO4** | 2 | | 2 | one | | - | 3 | | one | - | | 2 | 2 | | one | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Brand Management | 2 | 2 | one | - | 3 | one | - | 2 | 2 | one | |