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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 |  | | | | | | | Design Purpose | To enable students to use the right instruments on the road to branding, to examine the brands from the world and our country and to take them as an example. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Learns the concept, scope and content of the brand.  2.Knows the components that make up the brand.  3. Learns the concept of brand value.  4. Learns the necessities of building a brand. | | | | | | | Course Content | Brand concept, brand components, brand identity and personality, positioning and segmentation, branding strategies. | | | | | | | **Weeks** | **Topics** | | | | | | | one | of the brand Definition and to the concepts General View | | | | | | | 2 | Brand Constituent Components | | | | | | | 3 | Brand value | | | | | | | 4 | Brand in their strategy Consistency and importance | | | | | | | 5 | Successful Brands | | | | | | | 6 | Brand Hierarchy | | | | | | | 7 | In marking Contraction rule | | | | | | | 8 | Brand ID | | | | | | | 9 | Sub Brands and Roles | | | | | | | 10 | Brand Leverage : Expansions | | | | | | | 11th | Week Brand Personality-1 | | | | | | | 12 | Brand Personality-2 | | | | | | | 13 | Brand architecture | | | | | | | 14 | Brand Architecture : Source Brand , Supporting Brand strategy and Applications | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Borça, G. (2002). Bu topraklardan dünya markası çıkar mı? Media Cat.  Laura, R. ve Laura, A. (2005). Marka yaratmanın 22 kuralı. Media Cat | | **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** | **PO11** | | **LO1** | 3 | | 2 | one | | one | one | | 3 | 2 | | 2 | 2 | | - | 3 | | **LO2** | 3 | | 2 | one | | one | one | | 3 | 2 | | one | 2 | | - | 3 | | **LO3** | 3 | | 2 | one | | 3 | one | | 3 | 3 | | one | 2 | | - | 3 | | **LO4** | 3 | | 2 | one | | one | one | | 3 | 3 | | one | 2 | | - | 3 | | **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** | **PO11** | | Brand Management | 3 | 2 | one | 2 | one | 3 | 3 | one | 2 | - | 3 | |