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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Brand Communication and Practices** |  |  | 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 |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
|   Borca , G. (2002). From *this land world brand name interest is* it *?* Media Cat.Laura, R. and Laura, A. (2005). *Brand 22 rules of creation* . Media Cat. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **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

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Brand Communication and Practices | 3 | 2 | one | 2 | one | 3 | 3 | one | 2 | - | 3 |

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