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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Marka Yönetimi** | |  | 3 | 3+0 | 3 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Öğrencilerin markalaşmaya giden yolda doğru enstrümanları kullanabilmeleri için, dünyadan ve ülkemizden markaları inceleyerek örnek almalarını sağlamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Marka kavramını, kapsamı ve içeriğini öğrenir.  2.Markayı oluşturan bileşenleri bilir.  3. Marka değeri kavramını öğrenir.  4. Bir marka inşa etmenin gereklerini öğrenir. | | | | | | | Dersin İçeriği | Marka kavramı, marka bileşenleri, marka kimliği ve kişiliği, konumlandırma ve bölümlendirme, markala stratejileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Markanın Tanımı ve Kavramlarına Genel Bakış | | | | | | | 2 | Markayı Oluşturan Bileşenler | | | | | | | 3 | Marka Değeri | | | | | | | 4 | Marka Stratejilerinde Tutarlılık ve Önemi | | | | | | | 5 | Başarılı Markalar | | | | | | | 6 | Marka Hiyerarşisi | | | | | | | 7 | Markalamada Daralma Kuralı | | | | | | | 8 | Marka Kimliği | | | | | | | 9 | Alt Markalar ve Rolleri | | | | | | | 10 | Marka Kaldıracı: Genişletmeler | | | | | | | 11 | Hafta Marka Kişiliği-1 | | | | | | | 12 | Marka Kişilği-2 | | | | | | | 13 | Marka Mimarisi | | | | | | | 14 | Marka Mimarisi: Kaynak Marka, Destekleyici Marka Stratejisi ve Uygulamaları | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Borça, G. (2002). *Bu topraklardan dünya markası çıkar mı*? Media Cat.  Laura, R. ve Laura, A. (2005). *Marka yaratmanın 22 kuralı*. Media Cat. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 3 | | 2 | 1 | | 1 | 1 | | 3 | 2 | | 2 | 2 | | - | 3 | | **ÖÇ2** | 3 | | 2 | 1 | | 1 | 1 | | 3 | 2 | | 1 | 2 | | - | 3 | | **ÖÇ3** | 3 | | 2 | 1 | | 3 | 1 | | 3 | 3 | | 1 | 2 | | - | 3 | | **ÖÇ4** | 3 | | 2 | 1 | | 1 | 1 | | 3 | 3 | | 1 | 2 | | - | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Marka Yönetimi | 3 | 2 | 1 | 2 | 1 | 3 | 3 | 1 | 2 | - | 3 | |