

FASHION AND BRAND MANAGEMENT

1	Course Title:	FASHION AND BRAND MANAGEMENT
2	Course Code:	MOTS213
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. GİZEM GÜRTEKİN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr. Gör. Gizem ANŞİN GÜRTEKİN gizem@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Using their knowledge of fashion and marketing to offer students a branded product creating, pricing, distribution and promotion activities to be able to plan and manage and implement effectively, ready-to-wear industry and to provide basic and up-to-date knowledge in the field of haute couture
19	Contribution of the Course to Professional Development:	Drawing attention to the fashion industry and the world of fashion marketing activities of brands operating in Turkey, fashion brand products in brand value, creating brand identity and brand image of the nation in the international markets by transferring the basics of trademark management, fashion current trends in the retail sector A general point of view has been gained.
20	Learning Outcomes:	
	1	Defines the concepts of fashion and marketing
	2	Understands the marketing mix-analysis-strategies.
	3	Explain the concept of brand
	4	Brand management, strategies define the fashion brand concepts.
	5	Gains knowledge of product price distribution processes in fashion marketing.
	6	Learns consumer behavior
	7	Analyzes the brand management process.
	8	Creating a brand product with branding information, marketing that will provide pricing, promotion and distribution wins his skill.
	9	
	10	
21	Course Content:	

	Course Content:			
Week	Theoretical	Practice		
1	Explaining the general framework of the course, the method of processing, the assignment to be submitted at the end of the term Giving information about			
2	Definition of basic concepts of marketing General description of marketing principles			
3	General description of marketing principles			
4	The definition of the concept of fashion, its development with marketing relationship and the place of marketing in fashion, marketing mix			
5	Marketing mix and functions			
6	What is a brand? Brand related concepts			
7	Fashion and brand relationship			
8	The place and importance of branding in fashion Studies on the way to branding			
9	Product pricing in fashion marketing, distribution channels-strategic marketing and Examination of promotion studies			
10	Brand management in the fashion industry			
11	Brand management in the fashion industry			
Activites		Number	Duration (hour)	Total Work Load (hour)
12	Theoretical	14	2.00	28.00
Practicals/Labs		0	0.00	0.00
13	Self study	22.00		22.00
Homeworks		0	0.00	0.00
Projects		1.00		1.00
Field Studies		0	0.00	0.00
Midterm exams		20.00		20.00
Others		0	0.00	0.00
Final Exams		20.00		20.00
Total Work Load				90.00
Total work load/ 30 hr		3.00		3.00
ECTS Credit of the Course				3.00
	Marka Yönetimi", Media Cat Yayınları, 2010			
23	Assesment			
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT	
Midterm Exam		1	40.00	
Quiz		0	0.00	
Home work-project		0	0.00	
Final Exam		1	60.00	
Total		2	100.00	
Contribution of Term (Year) Learning Activities to Success Grade		40.00		
Contribution of Final Exam to Success Grade		60.00		

Total									100.00								
Measurement and Evaluation Techniques Used in the Course									Measurement and evaluation is carried out according to the priciples of Bursa Uludag University Associate and Undergraduate Education Regulation.								
24	ECTS / WORK LOAD TABLE																
25		CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16	
ÖK1	5	0	0	4	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK2	5	0	0	4	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK3	5	0	0	5	0	4	5	5	5	0	0	0	0	0	0	0	
ÖK4	4	0	0	5	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK5	4	0	0	5	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK6	5	0	0	4	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK7	5	0	0	4	0	5	5	5	5	0	0	0	0	0	0	0	
ÖK8	5	0	0	4	0	4	5	5	4	0	0	0	0	0	0	0	
LO: Learning Objectives PQ: Program Qualifications																	
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High				