

BRAND MANAGEMENT

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| 1 | Course Title: | BRAND MANAGEMENT | |
| 2 | Course Code: | IIS3204 | |
| 3 | Type of Course: | Optional | |
| 4 | Level of Course: | First Cycle | |
| 5 | Year of Study: | 3 | |
| 6 | Semester: | 6 | |
| 7 | ECTS Credits Allocated: | 4.00 | |
| 8 | Theoretical (hour/week): | 3.00 | |
| 9 | Practice (hour/week): | 0.00 | |
| 10 | Laboratory (hour/week): | 0 | |
| 11 | Prerequisites: | No | |
| 12 | Language: | Turkish | |
| 13 | Mode of Delivery: | Face to face | |
| 14 | Course Coordinator: | Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE | |
| 15 | Course Lecturers: | | |
| 16 | Contact information of the Course Coordinator: | Yrd. Doç. Dr. F.Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr | |
| 17 | Website: | | |
| 18 | Objective of the Course: | The objective of this course is to provide students with an understanding of the concept of branding and brand management | |
| 19 | Contribution of the Course to Professional Development: | | |
| 20 | Learning Outcomes: | | |
| | | 1 | By the end of the course, students will be able to:Comprehend the importance of brand to both customers and firms |
| | | 2 | Understand the basic concepts related to the brand |
| | | 3 | Understand how “strong” brands are created over time |
| | | 4 | Analyse the basic stages of brand management |
| | | 5 | Design sustainable brand strategies according to the aim and strategies of the enterprise |
| | | 6 | Acquire skills of critical analysis in relation to brand management |
| | | 7 | Explain the ethical and legal dimensions of brand management |
| | | 8 | Identify problem areas of brand management |
| | | 9 | |
| | | 10 | |
| 21 | Course Content: | | |
| | | Course Content: | |
| Week | Theoretical | Practice | |
| 1 | Inroduction to brand management: brand concept and its historical development | | |

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|--|--|--------|-----------------|------------------------|
| 2 | The importance of the brand's consumers and firms, types of brand | | | |
| 3 | Basic concepts related to the brand : brand association, brand awareness, brand image, | | | |
| 4 | Basic concepts related to the brand: brand personality perceptions, brand equity | | | |
| 5 | An overview of the brand management process: stages of brand management, brand leadership, duties and responsibilities of brand managers | | | |
| 6 | Consumer based brand equity: sources of brand equity, stages of strong brand building, creating consumer value | | | |
| 7 | Brand positioning: factors affecting the brand positioning, | | | |
| 8 | The examples of brand positioning | | | |
| 9 | Choosing brand elements to built brand equity: criteria for choosing brand elements | | | |
| 10 | Brand equity and integrated marketing communication: marketing communication options, developing integrated marketing communication programs | | | |
| 11 | Developing a brand equity measurement systems: qualitative research techniques, quantitative research techniques | | | |
| Activites | | Number | Duration (hour) | Total Work Load (hour) |
| 13 | Theoretical and legal issues in brand management | 14 | 3.00 | 42.00 |
| Practicals/Labs | | 0 | 0.00 | 0.00 |
| Self study and preperation | | 14 | 2.00 | 28.00 |
| Homeworks | | 0 | 0.00 | 0.00 |
| Projectsmanagement process, examples of successful branding | | 0 | 0.00 | 0.00 |
| Field Studies | | 0 | 0.00 | 0.00 |
| 22 | Mid-term Exams, References and/or Other Material | 1 | 20.00 | 20.00 |
| Others | | 0 | 0.00 | 0.00 |
| 23 | Assessment | 1 | 30.00 | 30.00 |
| Final Exams | | | | |
| TERM LEARNING ACTIVITIES | | NUMBER | WEIGHT | |
| Total Work Load | | | | 120.00 |
| Mid-term Exam/ 30 hr | | 1 | 40.00 | 4.00 |
| ECTS Credit of the Course | | | | 4.00 |
| 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 | | | | |
| 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 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 5 | 0 | 0 | 0 | 0 |
| ÖK2 | 4 | 4 | 1 | 1 | 4 | 2 | 1 | 1 | 4 | 1 | 1 | 4 | 0 | 0 | 0 | 0 |
| ÖK3 | 4 | 4 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 |
| ÖK4 | 5 | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 5 | 0 | 0 | 0 | 0 |
| ÖK5 | 4 | 1 | 1 | 1 | 4 | 1 | 2 | 5 | 1 | 1 | 5 | 1 | 0 | 0 | 0 | 0 |
| ÖK6 | 2 | 2 | 1 | 4 | 1 | 4 | 2 | 1 | 4 | 1 | 1 | 4 | 0 | 0 | 0 | 0 |
| ÖK7 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 0 | 0 | 0 | 0 |
| ÖK8 | 4 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 1 | 5 | 0 | 0 | 0 | 0 |
| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |
| Contribution Level: | 1 very low | | 2 low | | | 3 Medium | | | 4 High | | | 5 Very High | | | | |