

BRAND MANAGEMENT

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
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		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Inroduction to brand management: brand concept and its historical development		

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	
12	Designing and implementing brand strategies: brand architecture, brand hierarchy, designing a brand strategy	
13	Ethical and legal issues in brand management, Case studies on ethics dimension of brand management	
14	Problems encountered in the brand management process, examples of successful branding	

22	Textbooks, References and/or Other Materials:	
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	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		

24	ECTS / WORK LOAD TABLE	
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	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
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Others	0	0.00	0.00
Final Exams	1	30.00	30.00
Total Work Load			120.00
Total work load/ 30 hr			4.00
ECTS Credit of the Course			4.00

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							