

# BRAND MANAGEMENT

<b>1</b>	Course Title:	BRAND MANAGEMENT	
<b>2</b>	Course Code:	ISL5326	
<b>3</b>	Type of Course:	Optional	
<b>4</b>	Level of Course:	Second Cycle	
<b>5</b>	Year of Study:	1	
<b>6</b>	Semester:	2	
<b>7</b>	ECTS Credits Allocated:	6.00	
<b>8</b>	Theoretical (hour/week):	3.00	
<b>9</b>	Practice (hour/week):	0.00	
<b>10</b>	Laboratory (hour/week):	0	
<b>11</b>	Prerequisites:	None	
<b>12</b>	Language:	Turkish	
<b>13</b>	Mode of Delivery:	Face to face	
<b>14</b>	Course Coordinator:	Prof. Dr. Çağatan Taşkın	
<b>15</b>	Course Lecturers:	Yok	
<b>16</b>	Contact information of the Course Coordinator:	Prof. Dr. Çağatan TAŞKIN ctaskin@uludag.edu.tr 0 224 2941047	
<b>17</b>	Website:		
<b>18</b>	Objective of the Course:	<p>This lecture provides students vision of creating profitable branding strategies. Three questions will be examined in the lecture.1) How do you create Brand Equity? 2) How do you measure Brand Equity? 3) How do you invest on Brand Equity to enlarge your business? The main aim of the lecture are planning and evaluating branding strategies and teaching the concepts and techniques of branding in order to explain and creating sustainable branding strategies. The lecture consists of teaching of the lecturer, case studies and projects.</p>	
<b>19</b>	Contribution of the Course to Professional Development:	To give private sector managers the ability to create effective brand strategies.	
<b>20</b>	Learning Outcomes:		
		<b>1</b>	Understanding the importance of branding for companies
		<b>2</b>	Gaining insights for efficient branding strategies
		<b>3</b>	Understanding the importance of brand image and brand personality
		<b>4</b>	Understanding the importance of brand identity
		<b>5</b>	Understanding the importance of brand equity
		<b>6</b>	Creating strategic branding planes
		<b>7</b>	Applying branding perspective to destination marketing
		<b>8</b>	
		<b>9</b>	
		<b>10</b>	
<b>21</b>	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	

1	The relationship between marketing and branding in the 21st century	
2	Basic definitions and concepts in branding	
3	Branding communication and STP strategies	
4	Branding communication and guerilla marketing	
5	Brand naming strategies	
6	Brand extension and placement strategies	
7	Measuring the success of brand extension strategies	
8	Evaluations about up to date brands	
9	Brand identity and brand image	
10	Brand personality and positioning	
11	Customer based brand equity and its dimensions	
12	Measuring the customer based brand equity	
13	Destination branding	
14	Project presentations	
22	Textbooks, References and/or Other Materials:	
23	Assesment	
<b>TERM LEARNING ACTIVITIES</b>		<b>NUMBER</b>
		<b>WEIGHT</b>
Midterm Exam	0	0.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	100.00
Total	1	100.00
Contribution of Term (Year) Learning Activities to Success Grade		0.00
Contribution of Final Exam to Success Grade		100.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course	A final exam is held at the end of the semester to evaluate the course.	
24	<b>ECTS / WORK LOAD TABLE</b>	

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	2	10.00	20.00
Projects	1	40.00	40.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	50.00	50.00
Total Work Load			180.00
Total work load/ 30 hr			6.00
ECTS Credit of the Course			6.00

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	4	4	4	5	1	1	1	5	1	1	3	5	0	0	0	0
ÖK2	4	4	4	4	1	1	1	5	1	1	3	4	0	0	0	0
ÖK3	5	4	4	4	1	1	1	5	1	1	3	4	0	0	0	0
ÖK4	3	4	4	4	1	1	1	5	1	1	3	4	0	0	0	0
ÖK5	4	4	4	4	1	1	1	5	1	1	1	5	0	0	0	0
ÖK6	4	4	4	4	1	1	1	5	4	1	1	4	0	0	0	0
ÖK7	4	4	4	4	1	1	1	5	1	1	1	4	0	0	0	0
<b>LO: Learning Objectives    PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>		<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>				