

BRANDING AND BRANDING MANAGEMENT IN FOOD AND AGRICULTURAL POLICY

1	Course Title:	BRANDING AND BRANDING MANAGEMENT IN FOOD AND AGRICULTURAL POLICY	
2	Course Code:	TRE5409	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	7.50	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç.Dr. SERTAÇ DOKUZLU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	sdokuzlu@uludag.edu.tr (224) 2941592	
17	Website:		
18	Objective of the Course:	To teach basic principles of branding and brand management in agriculture and food sector.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Students learn the brand concept and branding process
		2	Students learn to develop brand, slogans and logos
		3	Students increase their management abilities
		4	Provides more effective management through branding in agriculture and agriculture based industrial enterprises
		5	Gains the ability to produce branding projects
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Marketing concept, contemporary marketing concept, basic principles of marketing		
2	Marketing Mix, 4P, 7P ve 7C		
3	Historical development of branding and brand – product comparison		

4	The purpose, function, structure, features and benefits of the brand	
5	Factors affecting branding, basic rules of successful branding	
6	Brand types and brand valuation	
7	Brand personality, image, loyalty	
8	Brand positioning and positioning studies	
9	Branding process, choice of brand elements; Brand name, logo, symbols, slogan, story	
10	Brand strategies; Multi and single brands, family brand, brand extension	
11	Importance, objectives and management process of brand management	
12	Brand situation analysis, planning and performance evaluation	
13	Brand management models	
14	Corporate identity creation and brand associations	
Activites		Number
		Duration (hour)
		Total Work Load (hour)
Theoretical	Materials: Alpay Aynan, 2016, Yaşadığımız Örneklerle Yeni Adımda Markalaşma, Brand Management, Aura Kitapları, İstanbul.	12
Practicals/Labs	Kitapları, İstanbul.	0
Self study and preperation	David Aaker, 2014, Markalama, Başarıya Ulaştıran 20	14
Homeworks		1
Projects	Avda Okay, 2012, Kuram Kılavuz, Deniz Tayman, İstanbul. Bil Chiaravalle ve Barbara Findlay Schenck, 2007,	1
Field Studies		1
Midterm exams		0
Assesment		0
Others		1
Final Exams	R	1
Total Work Load		
Quiz	0	0.00
Total work load/ 30 hr		
ECTS Credit of the Course		
Final Exam	1	60.00
Total	3	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	4	1	5	5	5	4	4	2	3	5	2	2	0	0	0	0
ÖK2	4	1	4	3	3	4	5	1	4	3	2	5	0	0	0	0
ÖK3	3	1	1	4	5	2	4	1	5	5	2	3	0	0	0	0
ÖK4	3	1	1	5	5	5	4	2	3	3	2	2	0	0	0	0
ÖK5	3	1	3	4	4	4	5	2	3	3	4	2	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			