

# BRAND MANAGEMENT

1	Course Title:	BRAND MANAGEMENT
2	Course Code:	ISL4305
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	7
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
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:	Prof. Dr. MURAT HAKAN ALTINTAŞ
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	Uludağ Üniversitesi, İ.İ.B.F. İşletme Bölümü, Görükle, Bursa, 16059 mhakan@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Examining the economical, social, cultural and psicological effects in target markets.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Understanding the importance of branding for companies
	2	Gaining insights for efficient branding strategies
	3	Understanding the importance of brand image
	4	Understanding the importance of brand personality
	5	Understanding the importance of brand identity
	6	Understanding the importance of brand equity
	7	Making strategic branding plans
	8	Applying branding perspective to destination marketing
	9	Understanding brand management process
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Branding in contemporary marketing	
2	Basic concepts in branding	
3	Product differentiation and branding	
4	Brand naming strategies	
5	Brand extension strategies	

6	Strategic brand management process	
7	Strategic brand management process	
8	Brand identity and applications	
9	Brand image and applications	
10	Brand personality and applications	
11	Brand equity: Financial and marketing perspectives	
12	Consumer-based brand equity	
13	The dimensions of consumer-based brand equity	
14	Measurement of consumer-based brand equity	

22	Textbooks, References and/or Other Materials:	Çağatan Taşkın ve Ömer Akat, Marka ve Marka Stratejileri, Alfa Aktüel, Bursa, 2008; Kevin Lane Keller, Strategic Brand Management, Prentice Hall, 2008.
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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

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Contribution of Final Exam to Success Grade	60.00		
Practicals/Labs	0	0.00	0.00
Self study and preparation.	14	3.00	42.00
Measurement and Evaluation Techniques Used in the			
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	16.00	16.00
Others	1	20.00	20.00
Final Exams	1	30.00	30.00
Total Work Load			166.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			