

# 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<br>İnegöl İşletme Fakültesi<br>İşletme Bölümü<br>224 294 26 95<br>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:   |   |   |
|      |   | <b>Course Content:</b>  |   |
| 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                             |  |
| 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  |  |

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| 22 | Textbooks, References and/or Other Materials: | Akat, Ömer, Taşkın, Çağatan, Marka ve Marka Stratejileri, Aktüel Yayınları, 2008.<br><br>Çavuşoğlu, Bora, Marka Yönetimi ve Pazarlama Stratejileri, Nobel Yayın Dağıtım, Ankara, 2011 |
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|--|-----------|----------------|
| 23   | Assesment |                |
| <b>TERM LEARNING ACTIVITIES</b>                                  |           | <b>NUMBE R</b> |
|  |           | <b>WEIGHT</b>  |
| 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         |           |                |

| 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    |
| <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> |      |      |      |