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. Ögr. 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	İdentify problem areas of brand management
		9	
		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 ıntegrated marketing communication programs	
11	Developing a brand equity measurement systems: qualitative research techniques, quantitative research techniques	

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

13	Ethical and legal ıssues in brand management	

management

management process, examples of successful branding

Textbooks, References and/or Other Materials: Akat, Ömer, Taşkın, Çağatay, Marka ve Marka Stratejileri, Aktüel Yayınları, 2008; Çavuşoğlu, Bora, Marka Yönetimi ve Pazarlama Stratejileri, Nobel Yayın Dağıtım, Ankara, 2011

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23 Assessment

	R	
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

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