

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRAND COMMUNICATION and MANAGEMENT	YMİ2252370	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	-				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Ali BÜYÜKASLAN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
Assistant(s)					
Aim	This course aims to teach students the basic concepts such as branding elements, positioning, brand personality and image and make them learn the branding strategies and brand communication methods that will create competitive advantage.				
Course Content	This course contains; Basic Concepts of Branding,Market Segmentation and Brand Positioning,Selection of the factors that will create brand equity,Brand Identity and Brand Personality,Brand Image,Designing Marketing Programs (4p) to Build Brand Equity,Integrated Brand Communications I,Integrated Brand Communications II,Leveraging Secondary Brand Associations to Build Brand Equity,Branding Strategies I,Branding Strategies II,Digital branding,Global Branding,Ethical Issues in Branding.				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
2. Define the basic concepts related to a brand.		13, 16, 9		C	
3. Explain how brand value can be measured.		13, 16, 9		C	
4. Recognize the brand elements which would create brand equity.		13, 16, 9		C	
5. Explain basic branding strategies.		13, 16, 9		C	
6. Explain the fundamental brand communication tools.		13, 16, 9		C	
7. Describe the communication strategies.		13, 16, 9		C	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	C: Multiple-Choice Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic Concepts of Branding	Class			
2	Market Segmentation and Brand Positioning	Reading the section requested by the lecturer from the textbook			
3	Selection of the factors that will create brand equity	Reading the section requested by the lecturer from the textbook			
4	Brand Identity and Brand Personality	Reading of the related white paper			
5	Brand Image	Related reading			
6	Designing Marketing Programs (4p) to Build Brand Equity	Reading the relevant chapter from the textbook			
7	Integrated Brand Communications I	No preparation required			
8	Integrated Brand Communications II	Reading of the related white paper			
9	Leveraging Secondary Brand Associations to Build Brand Equity	No required preparation			
10	Branding Strategies I	No required preparation			
11	Branding Strategies II	Reading the relevant chapter from the textbook			
12	Digital branding	Reading of the related white paper			
13	Global Branding	Reading of the related white paper			
14	Ethical Issues in Branding	No required preparation			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Tosun, N.B. . Marka Yönetimi. Beta Yayınevi. Ustakara, F. Marka Yöneimi ve Marka İletişimi. Akdemisyen Kitabevi. Powerpoint hand-outs., white papers