

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**BRAND MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
BRAND MANAGEMENT	BUS3171420	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	E-Commerce, Digital Marketing				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Name of Lecturer(s)</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of the course is to develop an understanding of basic marketing concepts as applied in brand management and the ability to apply these concepts in developing competitive brand strategy.				
<b>Course Content</b>	This course contains; Introduction to the concept of brand and branding.,Customer-Based Brand Equity and Brand Positioning,Brand Resonance and the Brand Value Chain / I,Brand Resonance and the Brand Value Chain / II,Choosing Brand Elements to Build Brand Equity / I,Choosing Brand Elements to Build Brand Equity / II,Designing Marketing Programs to Build Brand Equity,Integrated Marketing Communications to Build Brand Equity / I,Integrated Marketing Communications to Build Brand Equity / II,Branding in the Digital Era,Leveraging Secondary Brand Associations to Build Brand Equity / I,Leveraging Secondary Brand Associations to Build Brand Equity / II,Developing a Brand Equity Measurement and Management System / I,Developing a Brand Equity Measurement and Management System / II.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will be able to explain the concepts of brand and branding.			10, 12, 13, 16, 9	A	
1.1 Define the concept of brand.			10, 12, 13, 16, 9	A	
1.2. Explain the concept and history of branding.			10, 12, 13, 16, 9	A	
1.3. Explain the basic characteristics of the brand concept.			10, 12, 13, 16, 9	A	
2. Will be able to explain the concept of customer-based brand value.			10, 12, 13, 16, 9	A	
2.1. Explain the place of the customer-based brand value concept in branding and consumer behavior.			10, 12, 13, 16, 9	A	
2.2. Explain the concept of positive customer-based brand equity.			10, 12, 13, 16, 9	A	
2.3. Explain the concept of negative customer-oriented brand equity.			10, 12, 13, 16, 9	A	
3. Will be able to explain the concept of Brand Resonance Pyramid.			10, 12, 13, 16, 9	A	
3.1. Explain the stages in the brand resonance pyramid.			10, 12, 13, 16, 9	A	
3.2. Explain the emotional and rational routes in the brand resonance pyramid.			10, 12, 13, 16, 9	A	
3.3. Explain the top stage in the brand resonance pyramid that describes the resonance.			10, 12, 13, 16, 9	A	
4. Will be able to explain and evaluate brand elements.			10, 12, 13, 16, 9	A	
4.1. Explain the brand name element.			10, 12, 13, 16, 9	A	
4.2. Explain the URL element.			10, 12, 13, 16, 9	A	
4.3. Explain the logo and symbol elements.			10, 12, 13, 16, 9	A	
4.4. Explain the character element.			10, 12, 13, 16, 9	A	
4.5. Explain the slogan element.			10, 12, 13, 16, 9	A	
4.6. Explain the jingle element.			10, 12, 13, 16, 9	A	
4.7. Explain the packaging element.			10, 12, 13, 16, 9	A	
5. Will be able to evaluate branding in the digital world.			10, 12, 13, 16, 9	A	
5.1. Explain the advances of the digital world.			10, 12, 13, 16, 9	A	
5.2 Explain the relationship between the digital world and branding activities.			10, 12, 13, 16, 9	A	
5.3 Evaluate the pros and cons of paid advertising channels in the digital world.			10, 12, 13, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to the concept of brand and branding.				
2	Customer-Based Brand Equity and Brand Positioning				
3	Brand Resonance and the Brand Value Chain / I				
4	Brand Resonance and the Brand Value Chain / II				
5	Choosing Brand Elements to Build Brand Equity / I				
6	Choosing Brand Elements to Build Brand Equity / II				
7	Designing Marketing Programs to Build Brand Equity				
8	Integrated Marketing Communications to Build Brand Equity / I				
9	Integrated Marketing Communications to Build Brand Equity / II				
10	Branding in the Digital Era				
11	Leveraging Secondary Brand Associations to Build Brand Equity / I				
12	Leveraging Secondary Brand Associations to Build Brand Equity / II				
13	Developing a Brand Equity Measurement and Management System / I				
14	Developing a Brand Equity Measurement and Management System / II				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			

General Exam

60

**Resources**

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, Kevin Keller, Pearson, 2019
2. Building Strong Brands, David Aaker, Free Press, 1995
3. Managing Brand Equity, David Aaker, Free Press, 1991