

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**BRAND MANAGEMENT**  
**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRAND MANAGEMENT	HR3114889	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	PROF.DR.AYŞEN AKYÜZ				
<b>Aim</b>	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.				
<b>Course Content</b>	This course contains; Basic Concepts of Branding,Brand Value and Brand Equity,Brand Identity and Brand Associations,Brand Personality and Image,Brand Positioning,Branding Strategies,Branding Strategies,Group Project Presentations,Group ProjectPresentations,Group Project Presentations,Group Project Presentations,Group Project Presentations,Group Project Presentations,Group Project Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
. 5. Explain fundamental branding strategies.			13, 16, 5, 9	C, F	
1. Explain the basic principles of branding.			13, 16, 5, 9	C, F	
2. Define the basic concepts related to a brand.			13, 16, 5, 9	C, F	
3. Explain how brand value can be measured.			13, 16, 5, 9	C, F	
4. Recognize the brand elements which would create brand equity.			13, 16, 5, 9	C, F	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
<b>Assessment Methods</b>	C: Multiple-Choice Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Basic Concepts of Branding	No preparation required			
2	Brand Value and Brand Equity	Reading of the related white paper-brandfinance			
3	Brand Identity and Brand Associations	Reading the relevant chapter from the textbook			
4	Brand Personality and Image	Reading the relevant chapter from the textbook			
5	Brand Positioning	Reading of the related white paper			
6	Branding Strategies	Reading the relevant chapter from the textbook			
7	Branding Strategies	Reading the relevant chapter from the textbook			
8	Group Project Presentations	teamwork			
9	Group ProjectPresentations	teamwork			
10	Group Project Presentations	teamwork			
11	Group Project Presentations	teamwork			
12	Group Project Presentations	teamwork			
13	Group Project Presentations	teamwork			
14	Group Project Presentations	teamwork			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources
Tosun, N.B. Marka Yönetimi. Beta Yayınevi. Keller, K.L. Strategic Brand Management. Pearson.whitepapers and power point slides