

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRANDING MANAGEMENT and ADVERTISEMENT in DESIGN	EUT3114699	Fall Semester	3+0	3	3
<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>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Seher Oya AKMAN				
<b>Name of Lecturer(s)</b>	Lect. Ayten Sinem CEZZAR				
<b>Assistant(s)</b>					
<b>Aim</b>	This course aims to design and practice the relevant contents of a brand and a product of this brand from scratch to 360 degrees of marketing and communication activities step by step. This practice may both help the student to build their own brands and can help to create an infrastructure to understand the language among the marketing teams while working in collaboration.				
<b>Course Content</b>	This course contains; .....				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
			10, 12, 18, 4, 9	E, F	
			10, 12, 13, 18, 9	E, F	
			14, 19, 37, 9		
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 18: Micro Teaching Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		50			
General Exam		50			

Resources