

Vocational School of Social Sciences / Public Relations and Advertising
2022 - 2023 Academic Year
BRAND COMMUNICATION
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRAND COMMUNICATION	HIT2177510	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect.Dr. Gözde GÜLERYÜZ, Lect. Sonia LOTFI				
Assistant(s)					
Aim	The aim of the Brand Communication course is to gain the competence that will help the management of the branding process of institutions and organizations by knowing the basic concepts of brand communication and marketing communication and converting the theoretical knowledge formed into these concepts into practice.				
Course Content	This course contains; What is your Brand?,Brand Management,Brand Positioning,Brand Positioning Strategies,Brand Identity,Brand Communication,Marking Process,Brand Equity,Marking Strategies,Symbolic and Functional Marking,Marking and Consumer Behavior,Marking and New Media.				
Course Learning Outcomes		Teaching Methods	Assessment Methods		
1.Recognize the brand		1, 16, 2	A, B, C, D		
1.2.Create brand identity		1, 2	B		
2.Gain branding skills		1, 16	A, B		
2.2.Establish communication between the brand's competitors and target audience		1	A, B, D		
3.Carry the brand to the top among competitors		1, 2, 3	A, B, C		
3.1.Can produce strategy for brand		1, 3	A, B, D		
3.2.Can produce tactics for the brand		1, 16, 2	A, B		
1.1. Positioning of the brand		2	A, B, D		
Teaching Methods	1: Lecture, 16: Project Based Learning, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam, B: Oral Exam, C: Homework, D: Project / Design				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	What is your Brand?				
2	Brand Management				
3	Brand Positioning				
4	Brand Positioning Strategies				
5	Brand Identity				
6	Brand Communication				
7	Marking Process				
8	Brand Equity				
9	Marking Strategies				
10	Symbolic and Functional Marking				
11	Marking and Consumer Behavior				
12	Marking and New Media				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Strategic Brand Management / Prof.Dr. Ahmet Hamdi İslamoğlu Brand Management / Prof.Dr. Nurhan Babür Tosun Brand Stories - John Grant Brands and Branding - Rita Clifton