

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRANDING MANAGEMENT and ADVERTISEMENT in DESIGN	EUT3214699	Spring Semester	3+0	3	3
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Seher Oya AKMAN				
Name of Lecturer(s)					
Assistant(s)					
Aim	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.				
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			10, 12, 18, 4, 9	E, F	
			10, 12, 13, 18, 9	E, F	
			14, 19, 37, 9		
Teaching Methods	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				
Assessment Methods	E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources