

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

BRAND MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BRAND MANAGEMENT	PR3114897	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ayşen AKYÜZ				
Assistant(s)	PROF.DR.AYŞEN AKYÜZ				
Aim	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.				
Course Content	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,Brand Strategies,Individual presentations,Individual presentations,Individual presentations,Group project,Group project,Group project,Group project.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explain the basic principles of branding. 2. Define the basic concepts related to a brand. 3. Explain how brand value can be measured. 4. Recognize the brand elements which would create brand equity. 5. Explain basic branding strategies. 6. Explain the fundamental brand communication tools. 7. Describe the communication strategies.			14, 16, 20, 5, 9	A, D, E, F	
Teaching Methods	14: Self Study Method, 16: Question - Answer Technique, 20: Reverse Brainstorming Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic Concepts of Branding				
2	Brand Value and Brand Equity	Reading the relevant chapter from the textbook			
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 the relevant chapter from the textbook			
6	Branding Strategies	Reading of the related white paper			
7	Brand Strategies	Reading of the related white paper			
8	Individual presentations				
9	Individual presentations				
10	Individual presentations				
11	Group project				
12	Group project				
13	Group project				
14	Group project				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Tosun, N.B. Marka Yönetimi. Beta Yayınevi. Keller, K.L. Strategic Brand Management. Pearson.Powepoint slides and white papers