



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		HIT117		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The basic concepts of brand and brand management, and configuration models to introduce the brand to develop a communication strategy for developing knowledge							
Course Content		The basic concepts of brand and brand management, and configuration models to introduce the brand to develop a communication strategy for developing knowledge							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	1. Marka Yönetimi, Işıl Karpat Aktuğlu
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Week	Weekly Detailed Course Contents	
1	Theoretical	Changing Competitive and Differentiating Products in the Brand Value
2	Theoretical	The Basic Concepts of Brand, Associations and Awareness, Image, Personality
3	Theoretical	The Basic Concepts of Brand, Associations and Awareness, Image, Personality
4	Theoretical	Brand Management and Configuration
5	Theoretical	Brand Identity Planning Model
6	Theoretical	Brand Identity Planning Model
7	Theoretical	Communication Strategies for Brand
8	Intermediate Exam	midterm exam
9	Theoretical	Factors that Affect Brand Positioning and Brand Positioning
10	Theoretical	In Today's Consumer Characteristics and Brand
11	Theoretical	Brand Management and Integrated Communication
12	Theoretical	Brand Management and Integrated Communication
13	Theoretical	Corporate Communication and Brand Management
14	Theoretical	Managerial Issues in Brand Management
15	Theoretical	Brand Management in Turkey
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Changing competitive and market environment, the brand and draw attention to the importance of branding won
2	In line with contemporary trends in marketing, brand management, the phenomenon into practical application
3	Empower individuals in the basic concepts of brand



4	Understanding the brand management process
5	Knowing brand strategies

**Programme Outcomes (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	2	2	3	2	2
P2	2	2	3	2	2
P3	3	2	2	3	2
P4	1	2	2	2	2
P5	1	1	3	1	1
P6	1	1	3	3	2
P7	3	3	4	4	3
P8	3	3	2	3	3

