



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		PAR152		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To enable the brand to be recognized and advertised according to business objectives and strategies, to be able to harmonize brand positioning with sales strategies and practices, to follow and act on brand strategies, and to follow the brand strategy of competitors to reconfigure the brand.							
Course Content		To make brand recognition and announcement, To align brand positioning and sales strategies and practices, To follow and follow brand strategies, To reconfigure brands by following branding strategies of the competitors.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Brand Management-IŞIL KARPAT AKTUĞLU
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Week	Weekly Detailed Course Contents	
1	Theoretical	To ensure that the brand is recognized and announced.
2	Theoretical	To ensure that the brand is recognized and announced.
3	Theoretical	To ensure that the brand is recognized and announced.
4	Theoretical	To provide recognition and announcement of the act Harmonize sales strategy and practices with brand positioning
5	Theoretical	Harmonize sales strategy and practices with brand positioning
6	Theoretical	Harmonize sales strategy and practices with brand positioning
7	Theoretical	Harmonize sales strategy and practices with brand positioning
8	Theoretical	Follow brand strategies and comply with them
9	Intermediate Exam	Midterm
10	Theoretical	Follow brand strategies and comply with them
11	Theoretical	Follow brand strategies and comply with them
12	Theoretical	Follow brand strategies and comply with them Reconstructing brand by following brand strategies
13	Theoretical	Reconstructing brand by following brand strategies
14	Theoretical	Reconstructing brand by following brand strategies
15	Theoretical	Reconstructing brand by following brand strategies
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Project	1	0	25	25
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Introducing brands with integrated marketing communication
2	Strengthening brand image and recognizing competitors
3	Explain the concepts related to brand identity and personality.
4	Define brand architecture and related concepts.
5	Will be able to define job and job descriptions of marketing unit and have knowledge about content of marketing plan.

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2
P1	5	5
P2	4	5
P3	5	4
P4	5	5
P5	5	5
P6	5	5
P7	5	5
P8	5	5
P9	5	5
P10	5	5
P11	4	4
P12	4	4
P13	5	5
P14	5	5

