



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Product and Brand Management							
Course Code		İŞT158		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide the students to comprehend the importance of product and brand management for business, to learn the basic concepts and branding stages of product and brand management							
Course Content		Product and brand concepts, the importance of product and brand management for business, product dimensions, classification, life cycle and new product development, branding process, product and brand marketing activities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, 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	Product and Brand Management Textbook
2	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Product and brand concepts, the importance of product and brand management for businesses
2	Theoretical	Dimensions of Product Concept
3	Theoretical	Classification of Products, Product Mix, Product Strategies
4	Theoretical	New Product Development
5	Theoretical	Product Life Curve
6	Theoretical	Brand and product relationship
7	Theoretical	Historical development of the brand
8	Theoretical	Branding process and brand identity
9	Intermediate Exam	Midterm Exam
10	Theoretical	Functions of the brand
11	Theoretical	Benefits of the brand
12	Theoretical	Product / Brand Marketing Planning
13	Theoretical	Pricing
14	Theoretical	Labeling and Packaging
15	Theoretical	Distribution, Product and Brand Promotion
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	1	1	2
Midterm Examination	1	2	1	3
Final Examination	1	2	1	3
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To define concepts related to product and brand
2	To understand the importance of product and brand management for business
3	To explain the dimensions of product, classification, life curve and new product developmen
4	To comprehend the issues related to brand and branding process
5	To explain product and brand marketing activities

Programme Outcomes (*Business Administration Management*)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values ??sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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	3	3	3	3	3
P2	2	3			
P3				3	
P6					2
P8	4	4	4	5	5
P9					3
P11	2	2	2	2	2

