



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management And Marketing							
Course Code		GIY154		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		At the end of this course, student clothes marketing will be given.							
Course Content		Marketing research process and main data collection methods, Definitions of branding, Advantages of the clothing brand, Branding functions in marketing, Brand management and brand structuring, Factors influencing branding success, Definition and functions of marketing, Market types, Marketing strategies, Clothing marketing process, Preliminaries of making a clothing presentation, Types of presentations.							
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	Brand Management textbook
2	Lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and scope of market research
2	Theoretical	Benefits of market research and reasons for current use
3	Theoretical	Purpose of market research
4	Theoretical	Marketing research process
5	Theoretical	Major data collection methods in market research
6	Theoretical	Definition of branding
7	Theoretical	The importance of branding in clothing sector
8	Theoretical	Branding functions in marketing
9	Intermediate Exam	Midterm
10	Theoretical	Brand management and brand building in marketing
11	Theoretical	Factors affecting branding success
12	Theoretical	Definition and functions of marketing
13	Theoretical	Market types
14	Theoretical	Marketing strategie
15	Theoretical	Clothing marketing process
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	0	2	10
Reading	5	0	2	10
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Recognizing the marketing process
2	Learning marketing activities
3	Learning Brand and Brand Management concepts
4	Recognizing branding activities
5	Realizing branding and marketing applications in clothing industry

Programme Outcomes (*Garment Manufacturing Technology*)

1	To be able to use theoretical and practical knowledge related to Garment Manufacturing Technology
2	To carry out brand management, marketing and promotional activities related to Garment Manufacturing Technology
3	Having the skills of data collection, research report preparation and presentation for the research, preparing the project
4	Being able to plan the processes / processes related to Garment Manufacturing Technology to meet the expectations of the sector, to be able to make business organization, production plan and control, prepare working instructions
5	To be able to determine textile raw materials and surface properties, to choose garment auxiliary materials, to be able to control materials
6	To be able to carry out steps of pattern preparation, grading, pattern layout preparation
7	To be able to use necessary equipments and machines for applications related to Garment Manufacturing Technology and to make adjustments and maintenance
8	To be able to use computer aided pattern and design programs, production applications in Garment Manufacturing Technology
9	Having the ability to manage and organize business by creating the idea of establishing a business in the field
10	To be able to create a model by applying technical drawings of clothing and basic arts education
11	To be able to realize basic sewing techniques, production stages of women's, men's and children's wear

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

	L1	L2	L3	L4	L5
P2	5	5	5	5	5

