



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Trademark Management								
Course Code	PZL108			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Providing student's contribution to recognition and announcement according to company's aims and strategies - providing student's making adaptation of brand positioning with selling strategies and applications - providing student's following brand strategies and behaving in this context - following competitor's brand strategies and reshaping brand by considering this.								
Course Content	Providing brand's recognition - Adaptation of brand positioning with selling strategies and applications - Following brand strategies and behaving compatible to this - Reshaping brand by following competitors' brand strategies								
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	60

Recommended or Required Reading

1	ÇAVUŞOĞLU, B., Marka Yönetimi ve Pazarlama Stratejileri, Nobel Akademi Yayınları
2	KOTLER, P., PFOERTSCH, W., B2B Marka Yönetimi, MediaCat Kitapları
3	Marka Yönetimi Kitabı, Anadolu Üniversitesi Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Providing brand recognition
2	Theoretical	Providing brand recognition
3	Theoretical	Providing brand recognition
4	Theoretical	Providing brand recognition
5	Theoretical	Harmonization of sales strategies and brand positioning
6	Theoretical	Harmonization of sales strategies and brand positioning
7	Theoretical	Harmonization of sales strategies and brand positioning
8	Intermediate Exam	Midterm
9	Theoretical	Brand strategies to follow
10	Theoretical	Brand strategies to follow
11	Theoretical	Brand strategies to follow
12	Theoretical	Follow to competitors brand strategies for brand re-creating
13	Theoretical	Follow to competitors brand strategies for brand re-creating
14	Theoretical	Follow to competitors brand strategies for brand re-creating
15	Theoretical	An overview of the course
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Reading	5	1	0	5
Midterm Examination	1	5	1	6



Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to provide people to get know the brand by marketing communication
2	To be able to strengthen the brand image and to know the competitors
3	To be able to learn the process of brand management
4	To be able to analyze meaning of brand name, logo and colors.
5	To be able to understand the importance of branding in competitive environment of market.

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	5	4	5	4
P2	2	3	4	4	4
P3	3	5	3	4	4
P4	3	5	3	3	5
P5	3	3	2	4	3
P6	3	5	5	4	3
P7	3	4	5	4	4
P8	3	5	3	5	4
P9	3	4	4	4	3
P10	3	4	5	4	4
P11	3	5	3	3	3
P12	3	4	3	3	4
P13	3	4	4	4	4
P14	3	4	4	3	3
P15	3	3	3	3	3

