



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		HAT155		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To introduce students to the basic concepts of brand and brand structuring models. To develop knowledge to develop brand-oriented communication strategy for branding. To examine the possibilities of brand positioning strategy in an integrated framework, in terms of application forms, advertising and public relations.							
Course Content		Brand Concept, Importance of Brand in the World and Turkey Brand History Brand Functions, Brand Type in marketing Meaning, Basic Elements of Brand: Brand Equity, Brand Identity, Brand Image, Brand Loyalty, Key Brand Strategy: Brand Use Decisions, Brand Support Decision Brand Name Decision, Strategies Used in Brand Naming, Brand Management Process: Brand Creation and Protection, Visual and Verbal Components of Branding: Emblem, Logo, Colors, Motto, Review of Global and Local Brands, Brand Positioning and Repositioning, Brand Protection through Legal Ways: Unregistered Trademark Use, Trademark Use							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual Study, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Ferruh, U. (2002); Markan Kadar Konuş, MediaCat Yayınları, 2002.
2	Aktuğlu, I. (2008); Marka Yönetimi: Güçlü ve Başarılı Markalar İçin Temel İlkeler, İletişim Yayınları.
3	Williamson, J. (2001); Language of Ads: Meaning and Ideology in Ads, Ütopya Yayınevi.
4	Anholt, S. (2003); Local Failing of Global Brands, Mediacat Kitapları.
5	Aktuğlu, Işıl Karpaz (2009), Marka Yönetimi. İletişim Yayınları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept of Brand, Importance of Brand, History Brand in the World and Turkey
2	Theoretical	Brand Functions
3	Theoretical	Brand Types in Marketing
4	Theoretical	Basic Elements of Brand: Brand Equivalence, Brand Identity, Brand Image, Brand Loyalty
5	Theoretical	Basic Brand Strategies: Brand Usage Decision, Brand Support Decision, Brand Name Decision
6	Theoretical	Strategies Used in Brand Name: Product Brand Strategy, Line Brand Strategy, Group Brand Strategy, Umbrella Brand Strategy, Source Brand Strategy, Supporting Brand Strategy
7	Theoretical	Brand Management Process: Brand Creation and Protection
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Visual and Verbal Components of Branding: Emblem, Logo, Colors, Slogan
11	Theoretical	Brand Emotional and Integration with Psychological Values: Analysis of Rational and Emotional Values Created by Brands with Advertising Examples



12	Theoretical	Investigation of Global and Local Brands, Standardization Approach, Adaptation Approach, Globalization Approach
13	Theoretical	Brand Positioning and Repositioning
14	Theoretical	Investigation of Brand Success Factors with Examples of World Brands
15	Theoretical	State Supported Branding Program (Turquality), Trademark Protection through Legal Ways: Unregistered Trademark Use
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	2	52
Assignment	2	3	1	8
Midterm Examination	1	6	1	7
Final Examination	1	7	1	8
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend the basic differences between brand and product.
2	To learn the basic concepts of brand management.
3	To learn the brand management process.
4	To be able to analyze the brand name, emblem, logo and symbolic meanings of colors.
5	To be able to comprehend the importance of brand and branding in changing competition and market environment.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	3	3	4	4
P2	2	3	3	3	4
P3	3	3	2	4	3
P4	3	3	2	4	3
P5	3	3	3	4	4
P6	3	3	2	3	4
P7	3	2	2	3	4
P8	3	2	3	3	3
P9	3	3	3	4	4

