



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		PRL204		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	48 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To ensure that the brand is recognized and announced according to business objectives and strategies.							
Course Content		To be able to align brand positioning with sales strategy and practices.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Duygu Fırat,Ahmet Hamdi İslamoğlu,Stratejik Marka Yönetimi,Beta Basım Yayım,2011,İstanbul
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Week	Weekly Detailed Course Contents	
1	Theoretical	Place and importance of brand strategies in marketing management.
2	Theoretical	Historical background in brand concept and practices.
3	Theoretical	Brand definitions; brand according to Turkish Trademark Law, brand types.
4	Theoretical	Brand meanings for consumers, brand value concept.
5	Theoretical	Assets that constitute consumer based brand value.
6	Theoretical	Brand loyalty, brand awareness, perceived quality.
7	Theoretical	Brand connotations, basic brand decisions.
8	Theoretical	Brand strategies: multi brand use decision, brand publication decision.
9	Intermediate Exam	Midterm Exam
10	Theoretical	Decision to reposition the brand.
11	Theoretical	Product and brand features.
12	Theoretical	Price and quality appraisal in consumer brand perception.
13	Theoretical	An overview
14	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0.5	2	37.5
Midterm Examination	1	5	0.5	5.5
Final Examination	1	5	0.5	5.5
Total Workload (Hours)				48
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Establishment of brand communication relationship with integrated marketing communication.
2	To be able to list the methods of strengthening brand image.
3	To be able to apply the methods of recognition and announcement of the brand.
4	To be able to explain the effects of global business world on brand management
5	To be able to measure brand value



Programme Outcomes (Business Administration Management)

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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	2	3	2	2
P2	2	2	3	2	2
P3	2	2	3	2	2
P4	2	2	2	2	2
P5	5	5	5	5	5
P6	2	3	2	2	2
P7	2	3	3	2	2
P8	2	3	2	2	2
P9	2	2	2	2	2
P10	2	2	2	2	2
P11	2	3	2	2	2
P12	2	2	2	2	2

