



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
---	---

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 (Local Authorities)

1	They can be informed in the field of management and follow up improvements in Turkey and the world in the field of local government.
2	They have qualification of solving problems in the local level with following economic and social events up.
3	They will have basic theoretical knowledge to comment with following Turkey's and The World's current political problems up.
4	They will gain the ability of research independently and presenting in the field of Local Government with have basic information about research methods.
5	They will understand the relevant legal texts, interpret, and set up the relationship problems
6	They will be informed about constitution, fundamental rights and freedom, civil service law, public law legislation and professional ethic.
7	They will use information technologies, documents management, archiving and reporting.

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	5	4	5	5	5
P2	5	4	5	5	4
P3	4	5	4	4	4
P4	4	3	3	4	4
P5	3	3	3	5	3
P6	3	2	2	4	3
P7	2	2	2	5	2

