



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		HİT155		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It aims to understand the meaning of ne brand önemli which is an important concept in public relations and marketing and why it is so important today. At the same time, it is aimed that the students know the components of the brand and understand and interpret how a brand is managed in this direction.							
Course Content		What is brand, what are brand strategies, brand types, brand positioning, person, country brand examples and applications.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case 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	Aaker, D., (2010), Güçlü Markalar Yaratmak, İstanbul: Mediacat.
2	Aktuğlu, I., (2004), Marka Yönetimi, Güçlü ve Başarılı Markalar için Temel İlkeler, İstanbul: İletişim Yayınları
3	Gürbilek, N., (2011), Vitrinde Yaşamak, İstanbul: Metis Yayınları. Gürbilek, N., (2011), Vitrinde Yaşamak, İstanbul: Metis Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	What is brand?
3	Theoretical	"Identity" relationship with brand
4	Theoretical	Brand Components
5	Theoretical	Name, symbol and slogan
6	Theoretical	Brand types
7	Theoretical	midterm
8	Theoretical	midterm
9	Theoretical	Brand identity and positioning
10	Theoretical	Institution, Product and Brand
11	Theoretical	Concept of Person Brand
12	Theoretical	Country, City and Brand
13	Theoretical	Evaluation
14	Theoretical	Final examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Quiz	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Define the concept of brand and its importance in public relations.
2	Understands the relationship between brand and identity.
3	Distinguishes the components of the brand.
4	Distinguishes different brand types.
5	Understands how to create and position brand identity.

Programme Outcomes (*Public Relations and Publicity*)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L4
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7	5	5	5
P8	5	5	5
P9	5	5	5
P10	5	5	5
P11	5	5	5

