



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Branding in Tourism Industry							
Course Code		REH435		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	79 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Evaluation of brandization and sustainability methods at tourism sector where brandization is gaining to much importance.							
Course Content		Subjects like brand image, brandization, brand loyalty, brand awareness at establishments and destinations will be taught.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Ahu YAZICI AYYILDIZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aaker, David A.(1996), Building Strong Brands. Free Press, Newyork
2	Ar, Aybeniz Akdeniz (2007), Marka ve Marka Stratejileri.Nobel Yayın, İstanbul.
3	Aktuğlu, Işıl Karpaz (2009), Marka Yönetimi. İletişim Yayınları, İstanbul
4	Erdil, T. Sabri ve Yeşim Uzun (2009), Marka Olmak. Beta Yayınları, İstanbul.
5	Dereli, Türkay ve Adil Baykasoğlu (2007), Toplam Marka Yönetimi. Hayat Yayınları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	Tourism Marketing and Brand Concept
3	Theoretical	Components of Brand(name,logo,slogan)
4	Theoretical	Brand Types
5	Theoretical	Concepts About Brand(Brand personality,loyalty and image)
6	Theoretical	Concepts About Brand(Equivalence, awareness, Wheel of brand)
7	Theoretical	Process of Brandization
8	Theoretical	Positioning,Repositioning and Perception Maps of Brand
9	Theoretical	Mid-Term Exam
10	Theoretical	Communication of Brand
11	Theoretical	Examples of Brandization at Tourism Establishment
12	Theoretical	Brandization of Destinations
13	Theoretical	Examples of Brandization at Destinations
14	Theoretical	Examples of Brandization at Destinations
15	Theoretical	Revision
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	20	1	21
Reading	1	5	1	6
Midterm Examination	1	4	1	5



Final Examination	1	4	1	5
Total Workload (Hours)				79
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Comprehends the place and importance of brand at marketing.
2	Learns the Methods of brandization.
3	Recognizes Components of name, logo and slogan.
4	Learns how to appeal to the minds by positioning of brand.
5	Recognizes service brandization.
6	Comprehends such concepts as brand personality and brand image.
7	Deduces from various examples on the subject of destinations brandization
8	Deduces from various examples about brandization of establishments.
9	Gains the ability of brand management.
10	Comprehends the importance of customer loyalty at brandization.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
P1	5	5	5	5	5	5	5	5	5	5
P2	5	5	5	5	5	5	5	5	5	5
P3	5	5	5	5	5	5	5	5	5	5
P4	4	5	4	5	5	4	5	5	5	4
P5	5	5	5	5	5	5	5	5	5	5
P6	3	3	3	3	3	3	3	3	3	3
P7	1	1	1	1	1	1	1	1	1	1
P8	1	1	1	1	1	1	1	1	4	1
P9	1	1	1	1	1	1	1	1	2	1
P10	5	5	5	5	5	5	5	5	5	5
P11	2	4	1	2	2	2	2	3	4	5
P12	5	5	5	5	5	5	5	5	5	5
P13	4	4	4	4	4	4	4	4	5	4
P14	3	3	3	3	3	3	3	3	3	3
P15	5	5	5	5	5	5	5	5	5	5
P16	5	5	5	5	5	5	5	5	5	5

