



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Destination Marketing and Branding								
Course Code	REM228	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	6	Workload	150 (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), Demonstration, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

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

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 Karpat (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 & Teaching Methods

1	Theoretical	Introduction, information will be given about the course.
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	Intermediate Exam	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	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70
Assignment	5	5	0	25
Individual Work	4	6	0	24
Midterm Examination	1	14	1	15



Final Examination	1	15	1	16
			Total Workload (Hours)	150
			[Total Workload (Hours) / 25*] = ECTS	6
*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	Deduces from various examples on the subject of destinations brandization

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle leve
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

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
P1	1	1	1	1	1	1
P2	3	3	3	3	3	3
P3	2	2	2	2	2	2
P4	4	4	4	4	4	4
P5	2	2	2	2	2	2
P8	1	1	1	1	1	1
P9	1	1	1	1	1	1
P10	1	1	1	1	1	1
P11	1	1	1	1	1	1
P12	1	1	1	1	1	1
P13	1	1	1	1	1	1
P14	1	1	1	1	1	1
P15	1	1	1	1	1	1
P16	1	1	1	1	1	1

