



**AYDIN ADNAN MENDERES UNIVERSITY**  
**ATÇA VOCATIONAL SCHOOL**  
**ECONOMICS AND ADMINISTRATIVE PROGRAMS**  
**PUBLIC RELATIONS**  
**COURSE INFORMATION FORM**

Course Title	Brand Management								
Course Code	HIT117			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	57 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The basic concepts of brand and brand management, and configuration models to introduce the brand to develop a communication strategy for developing knowledge								
Course Content	The basic concepts of brand and brand management, and configuration models to introduce the brand to develop a communication strategy for developing knowledge								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, 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	1. Marka Yönetimi, Işıl Karpat Aktuğlu
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Week	Weekly Detailed Course Contents	
1	Theoretical	Changing Competitive and Differentiating Products in the Brand Value
2	Theoretical	The Basic Concepts of Brand, Associations and Awareness, Image, Personality
3	Theoretical	The Basic Concepts of Brand, Associations and Awareness, Image, Personality
4	Theoretical	Brand Management and Configuration
5	Theoretical	Brand Identity Planning Model
6	Theoretical	Brand Identity Planning Model
7	Theoretical	Communication Strategies for Brand
8	Intermediate Exam	midterm exam
9	Theoretical	Factors that Affect Brand Positioning and Brand Positioning
10	Theoretical	In Today's Consumer Characteristics and Brand
11	Theoretical	Brand Management and Integrated Communication
12	Theoretical	Brand Management and Integrated Communication
13	Theoretical	Corporate Communication and Brand Management
14	Theoretical	Managerial Issues in Brand Management
15	Theoretical	Brand Management in Turkey

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	30	0	1	30
Midterm Examination	1	15	1	16
Final Examination	1	10	1	11
Total Workload (Hours)				57
[Total Workload (Hours) / 25*] = ECTS				2.5

\*25 hour workload is accepted as 1 ECTS

#### Learning Outcomes

1	Changing competitive and market environment, the brand and draw attention to the importance of branding won
2	In line with contemporary trends in marketing, brand management, the phenomenon into practical application
3	Empower individuals in the basic concepts of brand



