



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management And Marketing							
Course Code		GiY154		Coure Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		At the end of this course, student clothes marketing will be given.							
Course Content		Marketing research process and main data collection methods, Definitions of branding, Advantages of the clothing brand, Branding functions in marketing, Brand management and brand structuring, Factors influencing branding success, Definition and functions of marketing, Market types, Marketing strategies, Clothing marketing process, Preliminaries of making a clothing presentation, Types of presentations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual 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	Brand Management textbook
2	Lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and scope of market research
2	Theoretical	Benefits of market research and reasons for current use
3	Theoretical	Purpose of market research
4	Theoretical	Marketing research process
5	Theoretical	Major data collection methods in market research
6	Theoretical	Definition of branding
7	Theoretical	The importance of branding in clothing sector
8	Theoretical	Branding functions in marketing
9	Intermediate Exam	Midterm
10	Theoretical	Brand management and brand building in marketing
11	Theoretical	Factors affecting branding success
12	Theoretical	Definition and functions of marketing
13	Theoretical	Market types
14	Theoretical	Marketing strategie
15	Theoretical	Clothing marketing process
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	0	2	10
Reading	5	0	2	10
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Recognizing the marketing process
2	Learning marketing activities
3	Learning Brand and Brand Management concepts
4	Recognizing branding activities
5	Realizing branding and marketing applications in clothing industry

