



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management in Tourism Businesses							
Course Code		TUR533		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	122 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Analyse the actual marketing subjects like branding and brand management and exemplify these subjects in tourism businesses.							
Course Content		In this course will be discussed the concepts like brand components, brand loyalty, brand image, brand positioning, brand equity and brand awareness.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN							

### 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	Aktuğlu, Işıl Karpaz (2009), Marka Yönetimi. İletişim Yayınları, İstanbul.
3	Ar, Aybeniz Akdeniz (2007), Marka ve Marka Stratejileri.Nobel Yayın, İstanbul.
4	Gürgen, Haluk (1997), Örgütlerde İletişim Kalitesi. Der Yayınları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction with the students and inform about the lesson.
2	Theoretical	History, definition and importanceof brand.
3	Theoretical	Brand types.
4	Theoretical	Basic brand concepts-1 (brand personality, brand identity and brand image)
5	Theoretical	Basic brand concepts-2 (brand equity, brand awareness and brand loyalty)
6	Theoretical	Brand components (Brand name, logo and slogan)
7	Theoretical	Branding
8	Intermediate Exam	Midterm exam
9	Theoretical	Brand positioning
10	Theoretical	Brand management-1
11	Theoretical	Brand Management-2
12	Theoretical	Service Branding
13	Theoretical	Examples of branding in tourism businesses-1
14	Theoretical	Examples of Branding in Tourism Businesses-2
15	Theoretical	The general of the evaluation of the term.
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0	3	45
Assignment	14	5	0	70
Midterm Examination	1	2	1	3
Final Examination	1	3	1	4
Total Workload (Hours)				122
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Recognize the difference between brand and product.
2	Consider the examples about actuality of branding in marketing literature.
3	Learn several sub-concepts in branding.
4	Recognize the brand components like brand name and logo.
5	Learn the branding of tourism products.

**Programme Outcomes** (*Tourism Management Master*)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	1	3	4	4	5
P6	2	5	5	4	5
P7	3	4	5	5	5
P8	5	5	5	5	5
P9	3	3	3	3	4
P10	3	3	3	3	5
P11	1	3	2	1	3
P12	1	1	1	1	2
P13	4	4	4	4	5
P14	5	5	5	5	5

