



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's Without Thesis*)

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.

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	4	4	4	5	4
P2	3	3	4	4	3
P3	4	4	4	3	4
P4	3	3	4	4	4
P5	4	4	4	4	4

