



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Product and Brand Strategies							
Course Code		İŞLE529		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To be able to use the strategies and tactics to create a more valuable brand with a brand portfolio.							
Course Content		Macro-economic factors that affect operating conditions, the effects on businesses in the world and economic crisis in Turkey.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Çavuşoğlu B. Marka Yönetimi ve Pazarlama Stratejileri, Nobel Yayın, (2011).
2	İslamoğlu, A.H. ve Fırat, D. Stratejik Marka Yönetimi, Beta Basım Yayın, (2011)

Week	Weekly Detailed Course Contents	
1	Theoretical	Concepts Related to Brand Importance of Brand
2	Theoretical	The Effect of the Brand on the Decision of Purchasing in Consumers
3	Theoretical	Product mix strategies, product life cycle
4	Theoretical	New product development process
5	Theoretical	Market research, consumer buying behavior models
6	Theoretical	Brand Personality
7	Theoretical	Basic Marking Strategies
8	Theoretical	Midterm Exams
9	Theoretical	Midterm Exams
10	Theoretical	Product platform strategy, product differentiation
11	Theoretical	Factors affecting pricing
12	Theoretical	Brand Positioning Process
13	Theoretical	Brand Value and Measurement Methods
14	Theoretical	Brand Life Process and its Relationship with Product Life Process
15	Theoretical	Trademark Law, Registration and Patent Applications

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (*Business Administration Master's Without Thesis*)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods)
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization

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	3	3	3	4	3
P2	5	5	5	5	5
P3	2	3	4	3	4
P4	3	4	3	2	2
P5	4	2	2	3	3

