



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Communication							
Course Code		HİRY508		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It aims to understand what the "brand", an important concept in public relations and marketing, means and why it is so important nowadays. It is also aimed at students to know the components of the brand and to understand and interpret how a brand is managed in this direction.							
Course Content		The role of brand management and advertising within the coordination of all forms of communication							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study					
Name of Lecturer(s)		Prof. İçten Duygu ÖZBEK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Nurhan Babür Tosun(2010), İletişim Temelli Marka Yönetimi, İst: Beta
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Week	Weekly Detailed Course Contents	
1	Theoretical	Brand and brand management with conceptual dimension
2	Theoretical	Brand positioning
3	Theoretical	Brand identity
4	Theoretical	Marking process
5	Theoretical	Symbolic and functional marking
6	Theoretical	Behavioral process and marking
7	Theoretical	Brand equity
8	Intermediate Exam	Midterm Exam
9	Theoretical	Brand Attitude and Brand Loyalty
10	Theoretical	Marking strategies
11	Theoretical	Marking and Consumer behavior
12	Theoretical	Motivation
13	Theoretical	Brand Communication
14	Theoretical	Direct Marketing
15	Theoretical	Branding and New Media
16	Final Exam	Final Exam (Final)

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Students will analyze the size of the brand management ad.
2	Students will understand the corporate brand identity.
3	Students will understand the branding process.



4	Students will understand the concept of brand image within brand communication.
5	understand the relationship between brand and corporate image

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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	4
P2	5	4	5	5	5
P3	5	5	5	5	5
P4	4	4	4	5	5
P5	5	5	5	5	5
P6	5	5	5	5	5
P7	5	4	4	5	5
P8	5	5	5	5	5
P9	4		5	5	5
P10	4	4	4	5	5

