



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Brand Management							
Course Code		UTIF319		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	101 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To learn basic concepts and current approaches about brand and branding strategies							
Course Content		Brand, branding, branding strategies, current approaches, case studies, discussions							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Prerequisites & Co-requisites

ECTS Requisite	40
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	İslamoğlu, A. Hamdi ve Fırat, Duygu (2016). Stratejik Marka Yönetimi. İstanbul: Beta Yayınları
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Week	Weekly Detailed Course Contents	
1	Theoretical	Brand's Historical Journey, A Brand Story, Brand Concept, Brand-related features
2	Theoretical	Brand and Its Importance, Brand benefits, Brand Product Comparison, Brand Structure-David Arnold Model and Kapferer Model, Ted Bates Brand Wheel,
3	Theoretical	David Arnold Model and Kapferer Model, Elements that Make Up the Brand Case Studies: Apple, Nike, Coca Cola, Pepsi, Functional and Sensible Elements of Brands, Added Value
4	Theoretical	Important concepts about brand, Brand Identity, Brand Image, Brand Personality, Archetype and Brand
5	Theoretical	Key Success Elements in Branding, Branding and Branding, Kellogs, Coca Cola Case Studies
6	Theoretical	Brand promise and product culture
7	Theoretical	Brand positioning
8	Intermediate Exam	Midterm Exam
9	Theoretical	Brand strength and brand value
10	Theoretical	Brand loyalty
11	Theoretical	Co-Branding, Brand Equity and Its Importance, Elements That Make Brand Equivalence (Value)
12	Theoretical	The elements that make up the Brand Equivalence (Value), Achieving Brand Value, 4P strategies of the brand
13	Theoretical	4P strategies of the brand, Creation and Implementation, Creating a Sample Brand - Brand Management Studies 14 Theoretical Current branding trends
14	Theoretical	Current branding trends
15	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	14	2	3	70
Midterm Examination	1	14	1	15
Final Examination	1	15	1	16
Total Workload (Hours)				101
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To understand the concept and history of brand and branding
2	To understand the concept and history of brand and branding
3	Understanding brand management and main themes
4	Understanding the strategic brand management process
5	Understand the importance of brand management for businesses
6	To examine the current trends

Programme Outcomes (*International Trade and Finance*)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	2	5	5
P2	3	5	5	3	5	3
P3	2	5	5	3	5	3
P4	1	5	5	2	5	5
P5	4	4	4	5	5	3
P6	5	4	4	5	4	3
P7	5	5	4	5	1	5
P8	4	3	5	5	2	5
P9	4	5	2	5	2	5
P10	4	2	2	2	3	2

