## Course Syllabus

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|---|---|
| **Code - Course Title** | **PZL309 - Brand Management** |
| **Course Type** | V. SEMESTER |
| **Laboratory + Practice** | 2+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Area Elective Courses |
| **Course Instructor(s)** | PROF. DR. GÜLFİDAN BARIŞ |

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| **Mode of Delivery** | face to face |
| **Prerequisites** | Marketing management |
| **Courses Recomended** | Marketing principles, Consumer behaviour |
| **Recommended Resources** | Each therm at the beggining of the lectures (fist lecture) a course book will be supplied. |
| **Work Placement** | NA |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Changing Competitions and Brand as a Added Value | |
| **Week - 2** | | Basic Concepts: Brand Awarnesss, Asociations, Identitiy, Personality, Image | |
| **Week - 3** | | Basic Concepts: Brand Awarnesss, Asociations, Identitiy, Personality, Image | |
| **Week - 4** | | Brand Building and Managment | |
| **Week - 5** | | Brand İdentitiy Models | |
| **Week - 6** | | Brand Identity Models | |
| **Week - 7** | | Brand Positioninig | |
| **Week - 8** | | Consumer Behavour and Brands | |
| **Week - 9** | | Brand Managment and Integrated Communications | |
| **Week - 10** | | Brand Managment and Integrated Communications | |
| **Week - 11** | | Corporate Communication and Brand Managment | |
| **Week - 12** | | Bussines Mangment and Brand Managment | |
| **Week - 13** | | Brand Managment in Turkey | |
| **Week - 14** | | Brand Managment in Turkey | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | distinguish basic concepts of brand |
| 2 | debate brand identitiy models |
| 3 | debate brand communication strategies |
| 4 | criticize brand managment and integrated communication strategies |
| 5 | analyse brand managment and organization |

## Sustainable Development Goals

*No content has been provided.*

## Course Theme

*No content has been provided.*

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 0 | 0 | 0 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 0 | 0 | 0 |
| Ödevler | 0 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0 | 0 | 0 |
| Ara Sınav Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.) | 0 | 0 | 0 |
| Staj Uygulaması | 0 | 0 | 0 |
| | | **Calculated ECTS** | **0** |

## Assessment Method and Passing Requirements

*No content has been provided.*