Course Syllabus

Code - Course Title	**PZY507 - Brand Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ

Mode of Delivery	The mode of delivery of this course is distance education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	Keller, K. L. (2019). Stratejik marka yönetimi: Marka sermayesinin inşası, ölçüm ve yönetimi. (4.basımdan çeviri. (Çeviri editörü: Doç. Dr. Aykan Candemir). Nobel Akademik Yayıncılık. Keller, K. L. and Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity (5th edition). Pearson Education. Tosun, N. B. (2020). Marka Yönetimi. (4. Basım). Beta Yayınevi. Marangoz. M. ve Bayrakdaroğlu, F. (2021). Marka Yönetimi Kavramlar ve Uygulamalar. Beta Yayınevi.Kotler, P. ve Armstrong, G. (2018). Pazarlama İlkeleri. (16.baskı). (Çev. Ed.: A.Ercan Gegez). Beta Yayıncılık.Kotler, P., Armstrong, G. ve Opresnik, M. O. (2021). Principles of Marketing (18e). Pearson.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Changing Competitions and Brand as a Added Value	
Week - 2		Basic Concepts: Brand Awareness, Associations, Identity, Personality, Image	
Week - 3		Basic Concepts: Brand Awareness, Associations, Identity, Personality, Image	
Week - 4		Brand Management and Building	
Week - 5		Brand Identitiy Models	
Week - 6		Brand Identity Models	
Week - 7		Communication Strategy Towards Branding: Brand Positioning	
Week - 8		Consumer Behaviour and Brands	
Week - 9		Brand Management and Integrated Communications	
Week - 10		Brand Managment and Integrated Communications	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Corporate Communication and Brand Management	
Week - 12		Business Management and Brand Management	
Week - 13		Brand Management in Turkey	
Week - 14		Brand Management 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.