Course Syllabus

Code - Course Title	**KİL502 - Corporate Brand Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ LEVENT ÖZKOÇAK

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is a Brand?	
Week - 2		Meanings of the Brand	
Week - 3		What Benefits Does the Brand Provide?	
Week - 4		Brand related concepts	
Week - 5		Brand Associations	
Week - 6		Brand Promise	
Week - 7		Brand Experience	
Week - 8		Brand Love - Lovemarks	
Week - 9		Brand Positioning	
Week - 10		Brand Positioning Strategies	
Week - 11		Features that a brand name should have	
Week - 12		Brand Equity	
Week - 13		Luxury Brand	
Week - 14		Marketing Luxury Brands	

Learning Outcomes

#	Learning Outcome
1	Have basic theoretical knowledge in the field of Brand Communication and Management.
2	Has the ability to use the knowledge acquired in the field of brand communication in his/her decisions, practices and behaviors.

Learning Outcomes

#	Learning Outcome
3	Have the ability to analyze, interpret and evaluate information related to the field.

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.