Course Syllabus

Code - Course Title	**MAİ206U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NEVZAT BİLGE İSPİR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There not other recommended courses
Recommended Resources	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text.Özgür, A Ziya (ed) (2019) Marka İletişim Tasarımı ve Uygulamaları. Anadolu Üniversitesi Yayınları, No: 3435
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Brand Design	
Week - 2		Evaluation of Branding in terms of Market	
Week - 3		Evaluation of Branding in terms of Market	
Week - 4		All Elements of a Brand; Sensory and Experiential Branding	
Week - 5		All Elements of a Brand; Sensory and Experiential Branding	
Week - 6		Viral Brand Management and Digitalized Brands	
Week - 7		Midterm exam	
Week - 8		Brand Communities and Communication;	
Week - 9		Brand Communities and Communication	
Week - 10		Brand Communities and Communication;	
Week - 11		Radio and Television in Brand Communication Applications	
Week - 12		The Newest Paradigm in Brand Management: Neuromarking	
Week - 13		New Trends in Brand Communication	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, the student will be able to explain the brand communication process.
2	Will be able to discuss the basic concepts related to the brand.
3	Will be able to explain the process of brand communication and design.
4	Will be able to define New Trends in Brand Communication.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**