Course Syllabus

Code - Course Title	**MAİ102U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSIST. PROF. DR. AYHAN ŞENGÖZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no optional programme component for this course.
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.Uztuğ, Ferruh (ed) (2013). Marka ve Yönetimi, Anadolu Üniversitesi Yayınları, No: 1993.
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concepts of brand and brand management	
Week - 2		Job Descriptions of the Marketing Unit and Marketing Plan	
Week - 3		Job Descriptions of the Marketing Unit and Marketing Plan	
Week - 4		Market Analysis	
Week - 5		Market Analysis	
Week - 6		Segmentation	
Week - 7		Midterm	
Week - 8		Positioning	
Week - 9		Brand Identity and Personality	
Week - 10		Brand Identity and Personality	
Week - 11		Brand architecture	
Week - 12		Brand architecture	
Week - 13		Different Areas Where Brand Management Can Be Applied	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	At the end of the course student; Will be able to define the basic concepts of brand management.
2	Will be able to define the job and task of the marketing unit and have information about the content of the marketing plan.
3	Will be able to count the steps of market analysis.
4	Will be able to define the concept of segmentation
5	Explain the concept of positioning.
6	Will be able to explain concepts related to brand identity and personality.
7	Will be able to define brand architecture and related concepts.
8	Will be able to interpret different areas where brand management can be applied.

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**