Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 742	Brand Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Language of Instruction		
Course Type	Elective	
Course Level	Doctoral Degree	
Objective	Main course objective is to examine the strategies for building strong brands. The other objective of the course is to discuss new developments and trends in brand strategies.	
Content	Week 1. Brand Concept	
	Week 2. The importance of the brand	
	Week 3. Brand management	
	Week 4. Brand communication	
	Week 5. Building strong brands	
	Week 6. Brand strategies	
	Week 7. Brand Identity	
	Week 8. Brand Value	
	Week 9. Brand Equity	
	Week 10. Strategic Brand Management Process	
	Week 11. Brand Positioning	
	Week 12. Brand Extension	
	Week 13. Brand Performance	
	Week 14. Integrated Marketing Communications to Build Brand	
References	Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011.	

Theory Topics

Week	Weekly Contents	
VVCCIC	Weekly contents	