Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 583	Brand Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Course Type	Compulsory	
Course Level	Masters Degree	
Objective	The objective of this course is to analyze the brand management process which enclose what is brand, forming brand identity, brand personality, brand image, offering the brand to target customers, creating brand loyalty, determining brand value, brand positioning and to evaluate this process with local, national and international case studies.	
Content	Week 1. What is brand and related notions	
	Week 2. Brand management process	
	Week 3. Brand identity, brand personality, brand image	
	Week 4. Brand architecture, brand alliance	
	Week 5. Brand culture and brand promise	
	Week 6. Midterm exam	
	Week 7. Brand positioning strategies	
	Week 8. Branding strategies	
	Week 9. Brand loyalty	
	Week 10. Brand's corporate associations in brand management	
	Week 11. Invitation of a specialist	
	Week 12. Invitation of a specialist	
	Week 13. Invitation of a specialist	
	Week 14. Invitation of a specialist	

1) David A.Aaker, "Managing Brand Equity", Free Press, 1991.
2) David A.Aaker, "Güçlü Markalar Yaratmak", Mediacat Kitapları
3) Philip Kotler "B2B Marka Yönetimi", Mediacat Kitapları
4) Philip Kotler, Principles of Marketing, 9th Edition, Prentice Hall.
5) Richard Rosenbaum-Elliott, Larry Percy, and Simon Pervan, "Strategic Brand Management", Oxford University Press, 2011.
6) Nurhan Babür Tosun, İletişim Temelli Marka Yönetimi, Beta Yayınları, 2010.
Periodicals:
Harward Business Review
Journal of Public Relations Research
Journal of Advertising
Journal of International Marketing Public Relations Quarterly Public Relations Review

Theory Topics

Week	Weekly Contents	
1	What is brand and related notions	
2	Brand management process	
3	Brand identity, brand personality, brand image	
4	Brand architecture, brand alliance	
5	Brand culture and brand promise	
6	Midterm exam	
7	Brand positioning strategies	
8	Branding strategies	
9	Brand loyalty	
10	Brand's corporate associations in brand management	
11	Invitation of a specialist	
12	Invitation of a specialist	
13	Invitation of a specialist	
14	Invitation of a specialist	