

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP414	Brand Management	8	2	0	0	2	5

Prerequisites

Admission Requirements

Language of Instruction Turkish

Course Type Elective

Course Level Bachelor Degree

Objective Brand, branding and brand equity concepts will be defined and strategies of high equity brands will be explained and examples will be given brand managements key concepts such as brand loyalty, familiarity, associations and perceived quality will be explained in detail and their interrelation and interaction will be given with supporting examples, strategic analysis and its components needed for the success of a brand will be defined; basic concepts such as product, corporation, personality and symbol will defined and explained in accordance within brand identity strategies of brand stretching / extension will be explained and specific cases will be given and analysed.

Content
Week 1. Brand, branding and brand equity concepts
Week 2. Key concepts constituting brand equity
Week 3. Brand loyalty and familiarity
Week 4. Importance of quality and perceived quality for brands
Week 5. Brand associations
Week 6. Name, symbol and slogan and their relation with brand association
Week 7. Mid-term exam
Week 8. Strategic brand analysis: Customer, competition and internal analysis.
Week 9. Cases for strategic brand analysis.
Week 10. Key concepts constituting brand identity
Week 11. Brand as product and corporation
Week 12. Brand as person and symbol
Week 13. Brand stretching/extension decisions
Week 14. Brand stretching/extension strategies
Keller, L.K., (2013) "Strategic Brand Management", Pearson

References Kapferer, N., (2012) "The New Strategic Brand Management", KoganPage
Kotler, P., (2020) "Principles of Marketing", Pearson

Theory Topics

Week Weekly Contents