

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RRP414	Brand Management	8	2	0	0	2	5
Prerequisites							
Admission Requirements							
Language of Instruction Turkish							
Course Type							
Course Level							
Objective							
Content							
References							

Theory Topics

Week	Weekly Contents
1	Week 1. Brand, branding and brand equity concepts
2	Week 2. Key concepts constituting brand equity
3	Week 3. Brand loyalty and familiarity
4	Week 4. Importance of quality and perceived quality for brands
5	Week 5. Brand associations
6	Week 6. Name, symbol and slogan and their relation with brand association
7	Week 7. Mid-term exam
8	Week 8. Strategic brand analysis: Customer, competition and internal analysis.
9	Week 9. Cases for strategic brand analysis.
10	Week 10. Key concepts constituting brand identity
11	Week 11. Brand as product and corporation
12	Week 12. Brand as person and symbol
13	Week 13. Brand stretching/extension decisions
14	Week 14. Brand stretching/extension strategies
15	Keller, L.K., (2013) "Strategic Brand Management", Pearson
16	Kapferer, N., (2012) "The New Strategic Brand Management", KoganPage
17	Kotler, P., (2020) "Principles of Marketing", Pearson