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
References	Keller, L.K., (2013) "Strategic Brand Management", Pearson Kapferer, N., (2012) "The New Strategic Brand Management", KoganPage Kotler, P., (2020) "Principles of Marketing", Pearson

Theory Topics

Week	Weekly Contents