

Content

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

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| 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 | <p>Week 1. Brand Concept</p> <p>Week 2. The importance of the brand</p> <p>Week 3. Brand management</p> <p>Week 4. Brand communication</p> <p>Week 5. Building strong brands</p> <p>Week 6. Brand strategies</p> <p>Week 7. Brand Identity</p> <p>Week 8. Brand Value</p> <p>Week 9. Brand Equity</p> <p>Week 10. Strategic Brand Management Process</p> <p>Week 11. Brand Positioning</p> <p>Week 12. Brand Extension</p> <p>Week 13. Brand Performance</p> <p>Week 14. Integrated Marketing Communications to Build Brand</p> |
| References | Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011. |

Theory Topics

| Week | Weekly Contents |
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