

Content

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

Prerequisites

Admission Requirements

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.

Week 1. Brand Concept

Week 2. The importance of the brand

Week 3. Brand management

Week 4. Brand communication

Week 5. Building strong brands

Week 6. Brand strategies

Week 7. Brand Identity

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Week 8. Brand Value

Week 9. Brand Equity

Week 10. Strategic Brand Management Process

Week 11. Brand Positioning

Week 12. Brand Extension

Week 13. Brand Performance

Week 14. Integrated Marketing Communications to Build Brand

References

Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011.

Theory Topics

Week

Weekly Contents