Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 661	Analysis of Brand Management Strategies	1	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters 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	Kapferer, N.J., The New Strategic Brand Management Keller, K.L., Strategic Brand Management David, A.A. (1996). Building Strong Brands, New York: The Free Press. David, A.A. (1991). Managing Brand Equity, New York: The Free Press. Haig, M. (2006). Brand Royalty, London: Kogan Page Limited. Related academic articles

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

Week	Weekly Contents
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