Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ621	Brand Identity and Strategies	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	-The aim of this course is to provide students with fundamental concepts and theoretical approaches to brand identity and brand strategies, enabling them to evaluate how brands develop their identities, establish positioning, achieve differentiation, and create competitive advantage. The course also focuses on analyzing the role of consumer perceptions, brand equity, brand communication, and digitalization in strategic brand management.
Content	-The course covers the concepts of brands and brand identity, brand identity models, brand personality, brand values, brand positioning, brand image and perception, brand equity, brand architecture, brand portfolio management, brand extension strategies, global brand management, brand communication, digital brand management, brand experience, and sustainable brand strategies
References	Aaker, D. A. (1996). Building Strong Brands. Free Press. Kapferer, J.-N. (2012). The New Strategic Brand Management. Kogan Page. Keller, K. L. (2013). Strategic Brand Management. Pearson. Aaker, D. A. (1997). Dimensions of Brand Personality. Journal of Marketing Research. Selected contemporary academic articles on brand management and marketing.

Theory Topics

Week	Weekly Contents
1	Introduction to Brand Management and Key Concepts
2	Brand Identity and Brand Identity Models
3	Brand Personality, Brand Values and Brand Culture
4	Brand Positioning and Competitive Differentiation
5	Brand Image, Consumer Perception and Brand Associations
6	Brand Equity and Brand Performance
7	The Relationship Between Brand Identity and Brand Image
8	Brand Architecture and Brand Portfolio Management
9	Brand Extension and Brand Revitalization Strategies
10	Global Brands and International Brand Strategies
11	Brand Communication and Integrated Brand Management
12	Digital Branding and Brand Management on Social Media

Week	Weekly Contents
13	Brand Experience, Sustainability and Brand Reputation
14	Contemporary Brand Strategies and Brand Management Case Studies