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.
Content	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 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