Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 614	Brand Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The objective of this course is to analyze the brand management process which enclose what is brand, forming brand identity, brand personality, brand image, offering the brand to target customers, creating brand loyalty, determining brand value, brand positioning and to evaluate this process with local, national and international case studies.
Content	Week 1. What is brand and related notions Week 2. Brand management process Week 3. Brand identity, brand personality, brand image Week 4. Brand architecture, brand alliance Week 5. Brand culture and brand promise Week 6. Midterm exam Week 7. Brand positioning strategies Week 8. Branding strategies Week 9. Brand loyalty Week 10. Brand’s corporate associations in brand management Week 11. Invitation of a specialist Week 12. Invitation of a specialist Week 13. Invitation of a specialist Week 14. Invitation of a specialist

References	1) David A.Aaker, “Managing Brand Equity”, Free Press, 1991. 2) David A.Aaker, “Güçlü Markalar Yaratmak”, Mediacat Kitapları 3) Philip Kotler “B2B Marka Yönetimi”, Mediacat Kitapları 4) Philip Kotler, Principles of Marketing, 9th Edition, Prentice Hall. 5) Richard Rosenbaum-Elliott, Larry Percy, and Simon Pervan, “Strategic Brand Management”, Oxford University Press, 2011. 6) Nurhan Babür Tosun, İletişim Temelli Marka Yönetimi, Beta Yayınları, 2010. Periodicals: Harward Business Review Journal of Public Relations Research Journal of Advertising Journal of International Marketing Public Relations Quarterly Public Relations Review

Theory Topics

Week	Weekly Contents
1	What is brand and related notions
2	Brand management process
3	Brand identity, brand personality, brand image
4	Brand architecture, brand alliance
5	Brand culture and brand promise
6	Midterm exam
7	Brand positioning strategies
8	Branding strategies
9	Brand loyalty
10	Brand’s corporate associations in brand management
11	Invitation of a specialist
12	Invitation of a specialist
13	Invitation of a specialist
14	Invitation of a specialist