

## Content

| Course Code | Course Name      | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------|----------|--------|----------|-----|--------|------|
| CO-E 614    | Brand Management | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| 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                 | <p>Week 1. What is brand and related notions</p> <p>Week 2. Brand management process</p> <p>Week 3. Brand identity, brand personality, brand image</p> <p>Week 4. Brand architecture, brand alliance</p> <p>Week 5. Brand culture and brand promise</p> <p>Week 6. Midterm exam</p> <p>Week 7. Brand positioning strategies</p> <p>Week 8. Branding strategies</p> <p>Week 9. Brand loyalty</p> <p>Week 10. Brand's corporate associations in brand management</p> <p>Week 11. Invitation of a specialist</p> <p>Week 12. Invitation of a specialist</p> <p>Week 13. Invitation of a specialist</p> <p>Week 14. Invitation of a specialist</p> |
| References              | <p>1) David A.Aaker, "Managing Brand Equity", Free Press, 1991.</p> <p>2) David A.Aaker, "Güçlü Markalar Yaratmak", Mediacat Kitapları</p> <p>3) Philip Kotler "B2B Marka Yönetimi", Mediacat Kitapları</p> <p>4) Philip Kotler, Principles of Marketing, 9th Edition, Prentice Hall.</p> <p>5) Richard Rosenbaum-Elliott, Larry Percy, and Simon Pervan, "Strategic Brand Management", Oxford University Press, 2011.</p>                                                                                                                                                                                                                     |

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|  | <p>6) Nurhan Babür Tosun, İletişim Temelli Marka Yönetimi, Beta Yayınları, 2010.</p> <p>Periodicals:</p> <p>Harward Business Review</p> <p>Journal of Public Relations Research</p> <p>Journal of Advertising</p> <p>Journal of International Marketing</p> <p>Public Relations Quarterly</p> <p>Public Relations Review</p> |
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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                         |

