## 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