

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
International Trading And Logistics (English)

Course Information

BRAND MANAGEMENT					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN454	Spring	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Ass. Prof. Aslihan YAVUZALP MARANGOZ
Mode of Delivery	Face to Face
Suggested Subject	none
Professional practise (internship)	None
Objectives of the Course	To explain the basic branding issues with the actual cases.
Contents of the Course	Brand concept, branding, brand value, brand identity, brand personality, brand management.

Learning Outcomes of Course

#	Learning Outcomes
1	Identifies the branding concepts
2	Analyze brand strategies
3	Explain brand creation process
4	Explain the historical development of brand

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Introduction to brand concept	Lecture
2	Branding, branding strategies	Lecture
3	Brand ligs	Lecture
4	Creating the brand	Lecture
5	Brand Positioning	Lecture
6	Elements of Brand	Lecture
7	Brand Identity	Lecture
8	Review and midterm	Interactive
9	Brand personality	Lecture
10	Brand image	Lecture
11	Brand value	Lecture
12	Brand hyrearchy	Lecture
13	Presentations	Interactive
14	Presentations	Interactive

15	Presentations	Interactive
16	Final Exam	Interactive

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Keller, Strategic Brand Management, 4th Edition Pearson		
2	Aaker, Managing Brand Equity		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies the branding conceots	5,13,14,15,17	1,2
2	Analyze brand strategies	3,5,7,11	1,2
3	Explain brand creation process	7,8,9,11,13	1,2
4	Explain the historical development of brand	2,8	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	0	0	0
				150