

TOROS ÜNİVERSİTESİ

Vocational School
Optician School

Course Information

BRAND AND BRANDING STRATEGIES					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
OPS217	Fall	2	0	2	3

Prerequisites and co-requisites	
Language of instruction	Turkish
Type	Elective
Level of Course	Associate
Lecturer	
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise (internship)	None
Objectives of the Course	Understanding brand strategies in practice, learning branding rules, brand image, learning of positioning concepts and informing them about trademark registration and legal protection
Contents of the Course	Information, examples and applications about brand and brand building, branding strategies, brand image and positioning, branding rules and law about branding

Learning Outcomes of Course

#	Learning Outcomes
1	Understanding the brand concept, historical phases of branding and the importance of branding
2	Understanding today's branding strategies and rules
3	Understanding the brand name selection, building brand awareness and brand loyalty constitution
4	Understanding building brand image, the role of brand positioning and integrated marketing mix in brand building
5	Getting information about brand registration and law protection 6) Through homework and practices, effectively learning defining, collecting and using data and information, and show that he can learn independently and practice what he/she learns.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Brand concept, historical development of branding, the importance of marketing, its benefits, today's brand intelligence	oral presentation
2	Brand leagues, brand building decision, required conditions, possible branding strategies	oral presentation
3	Branding rules: Expanding, narrow, introduction, advertising, word, reference rules; explanations, examples	oral presentation
4	Branding rules: Quality, category, name, extension, friendship, generic rules; explanations, examples	oral presentation
5	Branding rules: Company, inferior brand, friends, form and color rules; explanations, examples	oral presentation
6	Branding rules: Borders, stability, changing, mortality, uniqueness rules; Açıklamalar, örnekler	oral presentation
7	Brand name choice, building brand awareness and its rules	oral presentation
8	Midterm exam	Written
9	Brand, package and graphics design relationship; design, colors, labels	oral presentation

10	Brand-customer communication, brand depth, brand loyalty, brand loyalty process, its importance	oral presentation
11	Brand components, brand image, brand identity, brand personality concepts	oral presentation
12	Integrated marketing communication, brand, advertising, public relations	oral presentation
13	Positionin; positioning process, selecting positioning strategy, again positioning	oral presentation
14	Positionin; positioning process, selecting positioning strategy, again positioning	oral presentation
15	Brand registration and law protection	oral presentation
16	Final Exam	written

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
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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	Understanding the brand concept, historical phases of branding and the importance of branding	7,8	1
2	Understanding today's branding strategies and rules	7,8,10	1
3	Understanding the brand name selection, building brand awareness and brand loyalty constitution	7,8,10	1,2
4	Understanding building brand image, the role of brand positioning and integrated marketing mix in brand building	7,8,10	2
5	Getting information about brand registration and law protection 6) Through homework and practices, effectively learning defining, collecting and using data and information, and show that he can learn independently and practice what he/she learns.	7,8,10	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	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	2	28
3	Presentation and Seminar Preparation	0	0	0
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	1	1
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
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	1	1
16	Final Exam	1	1	1
				60