

Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
FZK-3034	Brand Development and Management	3.00	0.00	0.00	3.00	6.00
Course Detail						
<b>Course Language</b>	: Turkish					
<b>Qualification Degree</b>	: Bachelor					
<b>Course Type</b>	: Optional					
<b>Preconditions</b>	: Not					
<b>Objectives of the Course</b>	: The main aim of this course; to raise awareness of the concept of the brand and the national and international importance and culture of brand development and management.					
<b>Course Contents</b>	: Brand concept, brand development and importance, national and international brands and their effects, brand management and principles, national and international brand examples and effects.					
<b>Recommended or Required Reading</b>	: 1- Marka Yönetimi, Baş, M., 2015, Detay Yayıncılık. 2- Stratejik Marka Yönetimi, Keller, K. L., 2019, Nobel Akademik Yayıncılık. 3- Marka Yönetimi ve Marka Stratejileri, Çakırer, M. A., 2018, Ekin Basım Yayın.					
<b>Planned Learning Activities and Teaching Methods</b>	: Oral presentation, homework, written exam, discussion.					
<b>Recommended Optional Programme Components</b>	: Reading, researching and presenting documents related to the course subject.					
<b>Instructors</b>	: Prof. Dr. İsmail Tarhan					
<b>Instructor's Assistants</b>	: None					
<b>Presentation Of Course</b>	: Face to face					

## Course Outcomes

## Upon the completion of this course a student :

- 1 Gains knowledge about the concept of brand and its importance.
- 2 Explains the methods of brand development.
- 3 Brand development and management culture wins.
- 4 Marka geliştirme ve yönetimi çalışmalarında görevler alır.

## Preconditions

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## Weekly Contents

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods
1.Week	*Brand concept, brand types and brand applications.				
2.Week	*Brand concept, brand types and brand applications.				
3.Week	*Brand concept, brand types and brand applications.				
4.Week	*Brand development methods.				
5.Week	*Brand development methods.				
6.Week	*Brand development methods.				
7.Week	*Brand management techniques and types.				
8.Week	*Brand management techniques and types.				
9.Week	*Brand management techniques and types.				
10.Week	*Brand management techniques and types.				
11.Week	*Development and management adventures of national and international brands.				
12.Week	*Development and management adventures of national and international brands.				
13.Week	*Example brand development and management studies.				
14.Week	*Example brand development and management studies.				

## Assesment Methods %

1 Md Term Exam 1 : 40.000

3 Final : 60.000

## ECTS Workload

Activities	Count	Time(Hour)	Sum of Workload
Vize	1	3.00	3.00
Final	1	3.00	3.00
Individual study before lecture	14	3.00	42.00
Individual study after lecture	14	3.00	42.00
Preparation for midterm	1	10.00	10.00
Preparation for final	1	20.00	20.00
Homework	4	15.00	60.00
			Total : 180.00
			Sum of Workload / 30 ( Hour ) : 6
			ECTS : 6.00

## Program And OutcomeRelation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24
L.O. 1	3	3	3	4	3	3	2	3	3	3	4	4	3	2	2	4	3	3	2	2	3	4	4	4
L.O. 2	3	3	4	4	4	3	3	2	4	3	4	4	4	2	3	4	4	3	3	3	4	4	5	4
L.O. 3	3	4	4	5	5	4	3	4	4	4	4	5	3	3	3	4	4	4	3	4	5	4	4	5
L.O. 4	4	4	4	4	5	4	4	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	4	5

## Ders/Program Çıktıları İlişkisi

P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 2
3	4	4	4	4	4	3	3	4	4	4	5	4	3	3	4	4	4	3	4	4	4	4	5	4