

COURSE RECORD

Code	BA 329
Name	Brand Value Creation & Maximization
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course explores how brands contribute to a firm's long-term value and competitive advantage. It focuses on the concept of brand equity and how perceptions shaped in consumers' minds create lasting value. Students will learn to assess branding strategies, understand the dimensions of brand equity, and explore the brand value chain. The course equips students with analytical tools to evaluate brand performance and develop strategic insights for creating and sustaining brand value in a competitive marketplace.
Objectives	Introducing key concepts and principles of branding. Exploring the foundations and dimensions of brand equity. Analyzing how strong brands are created, managed, and measured. Enhancing students' ability to interpret the strategic value of branding decisions.
Learning Outcomes	<i>By the end of this course, students will be able to:</i> LO1. Explain the brand concept and its strategic importance. LO2. Identify the stages of the strategic brand management process. LO3. Outline the sources and implications of customer-based brand equity. LO4. Evaluate the brand value chain to understand how brand equity is built and maximized.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	3	4	4	3	3	3	2	3	4
LO2	5	3	4	4	3	2	3	2	3	4
LO3	4	4	4	5	3	2	3	2	3	4
LO4	4	4	4	5	3	3	3	2	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	3	2	2	2	3	3
LO2	5	3	2	2	2	3	2
LO3	4	4	3	2	2	3	3
LO4	5	4	3	3	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Brands and branding	LO1
Customer based brand equity	LO1, LO2, LO3
Brand value chain	LO1, LO4
Brand Equity Measurement	LO1, LO2, LO3

DERS BİLGİLERİ

Kodu	BA 329
İsmi	Marka Değer Yaratımı ve Maksimizasyonu
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, markaların bir işletmenin uzun vadeli değeri ve rekabet avantajı üzerindeki etkisini inceler. Tüketici zihninde oluşan marka algılarının nasıl kalıcı değer yarattığına ve marka değerinin temel bileşenlerine odaklanır. Öğrenciler markalama stratejilerini değerlendirmeyi, marka değer zincirini analiz etmeyi ve marka performansını ölçmeyi öğrenir. Bu ders, rekabetçi pazarda marka değeri yaratmak ve sürdürmek için stratejik bakış açısı kazandırır.