

COURSE RECORD

Code	BA 448
Name	Strategic Brand Management
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course focuses on developing profitable brand strategies by creating, measuring, and managing brand equity. Students will engage with real-world examples, marketing campaigns, and case studies to enhance their practical understanding. The course covers brand equity in three key dimensions: building brand equity, assessing its value, and sustaining it over time. By applying marketing theories to brand development, students will gain the analytical and strategic skills necessary for effective brand management in competitive markets.
Objectives	Understanding key definitions and principles of strategic brand management. Identifying sources and outcomes of brand equity. Applying marketing theory to real-life brand cases and decisions. Analyzing brand strategies to develop actionable recommendations.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the concepts of brand equity, brand performance, and strategic brand management. LO2. Determine key drivers and outcomes of brand equity. LO3. Evaluate how brands are extended over time and across markets. LO4. Apply marketing theories in the analysis of brand performance. LO5. Evaluate brand strategies and long-term brand value.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	3	1	0	2	2	3	2	2	3
LO2	4	3	2	0	2	2	3	2	2	3
LO3	4	3	2	1	2	2	3	3	3	4
LO4	4	4	2	1	2	3	3	3	2	3
LO5	5	4	2	1	2	3	3	3	3	4

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

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IL01	IL02	IL03	IL04	IL05	IL06	IL07
LO1	5	3	2	2	2	3	3
LO2	4	3	2	2	2	3	3
LO3	5	4	3	3	3	3	3
LO4	5	4	2	2	3	3	3
LO5	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 Brand Management	LO1, LO2, LO4
Customer-Based Brand Equity	LO1, LO2, LO5
Brand Positioning	LO1, LO2, LO4
Choosing Brand Elements to Build Brand Equity	LO2, LO4
Designing Marketing Programs to Build Brand Equity	LO2, LO4, LO5
Integrating Marketing Communications to Build Brand Equity	LO2, LO4

Leveraging Secondary Brand Associations to Build Brand Equity	L02, L04
Developing a Brand Equity Measurement and Management System	L02, L04, L05
Measuring Sources of Brand Equity: Capturing Customer Mind-Set	L02, L04
Measuring Outcomes of Brand Equity: Capturing Market Performance	L02, L05
Designing and Implementing Branding Strategies	L03, L04, L05
Managing Brands over time	L03, L05

DERS BİLGİLERİ

Kodu	BA 448
İsmi	Stratejik Marka Yönetimi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, marka değerinin oluşturulması, ölçülmesi ve yönetilmesi yoluyla karlı marka stratejileri geliştirmeye odaklanır. Öğrenciler, geçmiş ve güncel pazarlama kampanyaları ile vaka analizleri üzerinden uygulamalı bilgi edinir. Ders, marka değerini üç temel başlıkta inceler: marka değerinin yaratılması, değerinin ölçülmesi ve uzun vadede sürdürülebilirliğinin sağlanması. Pazarlama teorilerini marka yönetimine uygulayarak öğrencilerin rekabetçi pazarlarda stratejik ve analitik beceriler geliştirmesi hedeflenir.