

Code	BA 448
Name	Strategic Brand Management
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course aims to enable students to understand profitable brand strategies by building, measuring, and managing brand equity. This course helps students to practice and enhance their knowledge by discussing past and present marketing activities, events and case studies. This course provides a deeper understanding of brand equity in three main titles; creation of brand equity, measurements of brand equity and maintaining of brand equity to extend the business opportunities.
Objectives	Understand the definitions of brand equity, brand performance and key principles of strategic brand management. Identify resources and outcomes of brand equity Apply marketing theories to real-life brand management. Analyze the brand strategy and make effective suggestions for companies.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Explain the definitions of brand equity, brand performance and key principles of strategic brand management. LO2: Determine the resources and outcomes of brand equity LO3: Evaluate how brands are leveraged/extended over time domestically and internationally LO4: Implement marketing theories to real-life brand management. LO5: Analyze the brand strategy and brand value over a period of time.

CONTRIBUTION TO PROGRAMME OUTCOMES*

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

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Brands and Brand Management	LO1, LO2, LO3, LO4, LO5
2	Customer-Based Brand Equity	LO1, LO2, LO5
3	Brand Positioning	LO2, LO3, LO4, LO5
4	Choosing Brand Elements to Build Brand Equity	LO1, LO2
5	Designing Marketing Programs to Build Brand Equity	LO1, LO2
6	Midterm exam	

7	LFW	L01, L02, L03, L04, L05
8	Integrating Marketing Communications to Build Brand Equity	L01, L02, L05
9	Leveraging Secondary Brand Associations to Build Brand Equity	L01, L02, L05
10	Developing a Brand Equity Measurement and Management System	L01, L02, L05
11	Measuring Sources of Brand Equity: Capturing Customer Mind-Set	L02, L03, L04
12	Measuring Outcomes of Brand Equity: Capturing Market Performance	L01, L04, L05
13	Designing and Implementing Branding Strategies Managing Brands over Time	L03, L04, L05
14	Final Exam	

DERS BİLGİLERİ

Kodu	BA 448
İsmi	Stratejik Marka Yönetimi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders marka değerinin oluşturulması, ölçülmesi ve yönetilmesiyle ilgili faaliyetlere odaklanarak öğrencilerin kârlı marka stratejilerini anlamalarını mümkün kılmayı amaçlamaktadır. Bu ders öğrencilerin geçmiş ve şimdiki pazarlama faaliyetlerini, olayları ve vaka çalışmalarını tartışarak, uygulamalar ile bilgilerini geliştirmelerine yardımcı olur. Bu ders, marka değerinin üç ana başlıkta daha derinlemesine anlaşılmasını sağlar; marka değerinin oluşturulması, marka değerinin ölçülmesi ve iş fırsatlarının genişletilmesi için marka değerinin korunması.