



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE	271118045	COURSE NAME	Brand Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VII	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number		Percentage (%)		
	I. Mid-Term		1		40		
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM				1		60	
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		With the Brand Management course, the concept of brand, which is of great importance in terms of marketing communication, will be studied in all its dimensions. The concepts of brand positioning, segmentation, brand personality, brand image, brand communication, brand equity and brand extension will be discussed in depth through case studies and cases.					
COURSE OBJECTIVES		The primary aim of the course is to discuss different brand types in the context of brand creation processes, along with the meanings of the brand for the business and the consumer. In addition, one of the objectives of the course is to have information about the brand identity and value of brands in the field of tourism.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING		Having brand management skills and knowing marketing techniques will help candidates who will work in tourism or other fields to have a more qualified profession.					
COURSE OUTCOMES		<ul style="list-style-type: none">• Ability to recognize basic concepts related to the brand• Ability to explain the branding process• Ability to compare brand communication types in different media• Ability to identify problems that arise in Brand Communication applications• Understanding the basic motivations and objectives in a brand strategy					
TEXTBOOK(S)		T. Sabri Erdil ve Yeşim Uzun, Marka Olmak, Beta Yayınları, 2020					

SUPPORTIVE RESOURCES	AÖF Marka İletişimi Ders Kitabı
EQUIPMENTS REQUIRED	

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Introduction to the Brand Concept
2	Brand Name, Brand Building and Brand Ownership
3	Brand Positioning – 1
4	Brand Positioning – 2
5	Brand in Segmentation and Consumer Perception
6	Brand Personality and Image – 1
7	Brand Personality and Image – 2
8	Brand Personality and Image – 3
9	Brand Communication – 1
10	Brand Communication – 2
11	Brand Communication – 3
12	Brand Communication – 4
13	Brand Equity
14	Brand Extension
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.	X		
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.	X		
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.			X
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.			X
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.	X		

1: Few 2: Partially 3: Many

Instructor Name :