

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Advanced Marketing and Brand Management / Advanced Marketing and Brand Management	
Ders Kodu / Course Code	EISL615	
Ders Türü / Course Type		
Ders Seviyesi / Course Level		
Ders Akts Kredi / ECTS	8.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	0.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	1	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language		
Ön Koşulu Olan Ders(ler) / Precondition Courses	yok	none
Amacı / Purpose	The aim of Advanced Marketing and Brand Management is to cultivate a sophisticated understanding of marketing and brand management concepts. This program aims to equip students or professionals with the skills to develop, implement, and analyze complex marketing strategies effectively. Additionally, it aims to help individuals understand brand management processes and develop strategies to enhance brand value.	The aim of Advanced Marketing and Brand Management is to cultivate a sophisticated understanding of marketing and brand management concepts. This program aims to equip students or professionals with the skills to develop, implement, and analyze complex marketing strategies effectively. Additionally, it aims to help individuals understand brand management processes and develop strategies to enhance brand value.
İçeriği / Content	The aim of Advanced Marketing and Brand Management is to cultivate a sophisticated understanding of marketing and brand management concepts. This program aims to equip students or professionals with the skills to develop, implement, and analyze complex marketing strategies effectively. Additionally, it aims to help individuals understand brand management processes and develop strategies to enhance brand value.	The aim of Advanced Marketing and Brand Management is to cultivate a sophisticated understanding of marketing and brand management concepts. This program aims to equip students or professionals with the skills to develop, implement, and analyze complex marketing strategies effectively. Additionally, it aims to help individuals understand brand management processes and develop strategies to enhance brand value.
Önerilen Diğer Hususlar / Recommended Other Considerations	yok	none
Staj Durumu / Internship Status	yok	none
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading	yok	none
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)		

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	Students will demonstrate proficiency in developing comprehensive strategic marketing plans, including market analysis, segmentation, targeting, positioning, and marketing mix strategies.	Students will demonstrate proficiency in developing comprehensive strategic marketing plans, including market analysis, segmentation, targeting, positioning, and marketing mix strategies.
2	Students will be able to apply advanced techniques to enhance brand equity, including brand positioning, brand extension, brand revitalization, and brand management strategies across various channels.	Students will be able to apply advanced techniques to enhance brand equity, including brand positioning, brand extension, brand revitalization, and brand management strategies across various channels.
3	Students will analyze consumer behavior and market trends to generate actionable insights for effective marketing decision-making, incorporating qualitative and quantitative research methodologies.	Students will analyze consumer behavior and market trends to generate actionable insights for effective marketing decision-making, incorporating qualitative and quantitative research methodologies.
4	Students will acquire advanced skills in digital marketing, including social media marketing, content marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and analytics to optimize digital campaigns.	Students will acquire advanced skills in digital marketing, including social media marketing, content marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and analytics to optimize digital campaigns.
5	Students will develop competencies in managing brands in diverse cultural and global contexts, including understanding international market dynamics, adapting marketing strategies, and addressing cross-cultural challenges to ensure brand consistency and relevance across markets.	Students will develop competencies in managing brands in diverse cultural and global contexts, including understanding international market dynamics, adapting marketing strategies, and addressing cross-cultural challenges to ensure brand consistency and relevance across markets.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Giriş ve Ders Tanıtımı				
	Introduction and Course Overview				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marka Stratejisi Oluşturma				
	Developing Brand Strategy				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tüketici Davranış				
	Consumer Behavior				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Segmentasyon				
	Segmentation				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marka İletişimi ve Pazarlama Kampanyaları				
	Brand Communication and Marketing Campaigns				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marka Genişletme ve Uzantıları				
	Brand Extension and Extensions				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Dijital Pazarlama				
	Digital Marketing				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Ara Sınav				
	Midterm				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Sosyal Medya Yönetimi				
	Social Media Management				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marka Krizi Yönetimi				
	Brand Crisis Management				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Reputasyon				
	Reputation				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Ders Değerlendirmesi				
	Course Evaluation				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	İleriye Bakış				
	Future Outlook				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Final Sınavı				
	Final Exam				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	40	2.00	80.00
Final Sınavı / Final Examination	60	2.00	120.00
Toplam / Total:	100	4.00	200.00
Dersin AKTS Kredisi = Toplam İş Yüğü (Saat) / 25.00 (Saat/AKTS) = 200.00/25.00 = 8.00 ~ 8.00 / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 200.00 / 25.00 = 8.00 ~ 8.00			

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes														
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15
1.Students will demonstrate proficiency in developing comprehensive strategic marketing plans, including market analysis, segmentation, targeting, positioning, and marketing mix strategies. / Students will demonstrate proficiency in developing comprehensive strategic marketing plans, including market analysis, segmentation, targeting, positioning, and marketing mix strategies.	5	5	4	4	4	5	4	5	4	4	4	4	4	4	4
2.Students will be able to apply advanced techniques to enhance brand equity, including brand positioning, brand extension, brand revitalization, and brand management strategies across various channels. / Students will be able to apply advanced techniques to enhance brand equity, including brand positioning, brand extension, brand revitalization, and brand management strategies across various channels.	5	5	4	4	4	4	4	4	5	4	4	4	5	5	5
3.Students will analyze consumer behavior and market trends to generate actionable insights for effective marketing decision-making, incorporating qualitative and quantitative research methodologies. / Students will analyze consumer behavior and market trends to generate actionable insights for effective marketing decision-making, incorporating qualitative and quantitative research methodologies.	4	4	4	4	5	5	4	4	4	5	5	5	5	4	4

4.Students will acquire advanced skills in digital marketing, including social media marketing, content marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and analytics to optimize digital campaigns. / Students will acquire advanced skills in digital marketing, including social media marketing, content marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and analytics to optimize digital campaigns.	4	4	4	5	5	5	5	4	4	4	5	5	4	4	4
5.Students will develop competencies in managing brands in diverse cultural and global contexts, including understanding international market dynamics, adapting marketing strategies, and addressing cross-cultural challenges to ensure brand consistency and relevance across markets. / Students will develop competencies in managing brands in diverse cultural and global contexts, including understanding international market dynamics, adapting marketing strategies, and addressing cross-cultural challenges to ensure brand consistency and relevance across markets.	5	4	4	5	4	4	5	5	5	5	5	5	5	5	5

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high