

İndirilme Tarihi

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GCM203 - BRAND MANAGEMENT - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Büro Hizmetleri ve Sekreterlik Bölümü General Info

Objectives of the Course

Understanding the management process by all means.

Course Contents

The basic concepts and principles of management; the functions of planning, organising, staffing, directing, controlling, as related to management practices, i.e., leadership, motivation, communication and representation. Management of an enterprise in a modern environment.

Recommended or Required Reading

Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları.

Planned Learning Activities and Teaching Methods

Interactive presentation and explanation supported by slides. Question-answer format.

Recommended Optional Programme Components

Preparation and presentation of a brand design assignment (logo, emblem, name, color, story, mascot) for a product determined by students.

Instructor's Assistants

Öğr. Gör. Dr. Züleyha GÖKÇE IŞIKHAN

Presentation Of Course

Subject explanation and discussion.

Dersi Veren Öğretim Elemanları

Inst. Dr. Züleyha Gökçe Işıkhhan

Program Outcomes

1. Discuss the basic concepts of brand management.
2. Will be able to manage the brand.
3. It decides on the factors that can increase the success of brand management processes.
4. Analyzes the difficulties encountered in the brand management process.
5. Plans brand management in the globalizing market.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 11-26.	Explanation in the form of mutual question and answer.	What is a brand?	
2	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 27-44.	Explanation in the form of mutual question and answer.	Brand-related concepts	
3	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 45-50.	Karşılıklı soru-cevap şeklinde anlatım.	The concept and emergence of brand management	
4	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 51-64.	Explanation in the form of mutual question and answer.	The importance and principles of brand management	
5	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 65-78.	Explanation in the form of mutual question and answer.	Brand management and its duties	
6	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 79-92.	Explanation in the form of mutual question and answer.	Brand management process	
7	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 93-101.	Mutual question-answer format	Environmental conditions in brand management I	
8			Midtern exam	
9	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 115-121.	Explanation in the form of mutual question and answer.	Determining brand strategies I	
10	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 122-132.	Explanation in the form of mutual question and answer.	Determining brand strategies II	
11	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 133-145.	Explanation in the form of mutual question and answer.	Determining brand decisions I	
12	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 146-152.	Explanation in the form of mutual question and answer.	Determining brand strategies II	
13	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 153-168.	Explanation in the form of mutual question and answer.	Promoting the brand I: integrated marketing communications	
14	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 169-196.	Explanation in the form of mutual question and answer.	Promoting the brand II: communication and sales tools	
15	Aktuğlu, I. K. (2016). Marka yönetimi: Güçlü ve başarılı markalar için temel ilkeler. İletişim Yayınları, 197-218.	Explanation in the form of mutual question and answer.	Research and measurement in brand management	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	2,00
Ödev	7	1,00
Proje	10	1,00
Ara Sınav Hazırlık	7	1,00
Vize	1	1,00
Final Sınavı Hazırlık	7	2,00
Final	1	1,00
Ev Ödevi	6	2,00
Vaka Çalışması	5	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19
L.O. 1	3					1			1				2		1				
L.O. 2			4	5				3								2			5
L.O. 3					2	5		4					3		3			4	
L.O. 4		5									2								
L.O. 5						5				4									

Table :

- P.O. 1 :** Call Center Services have information about the basic level in the field.
- P.O. 2 :** Decision, implementation, and their behavior has the ability to use information acquired in the field of Call Center Services.
- P.O. 3 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- P.O. 4 :** Students perform assigned duties and responsibilities.
- P.O. 5 :** Students take responsibility for unforeseen problems encountered in practice or as a team member .
- P.O. 6 :** Critically evaluates the acquired knowledge and skills.
- P.O. 7 :** Shows the need for continuity of learning and understanding.
- P.O. 8 :** Programs for the learning needs are open for accession.
- P.O. 9 :** Call Center Services related to the field at the level of acquired knowledge and skills transfers in written and oral opinions and proposals relevant .
- P.O. 10 :** Likely to help his colleagues.
- P.O. 11 :** Call Center Services field required by the European Computer User License Key Level at least in conjunction with computer software uses information and communication technologies.
- P.O. 12 :** Knows Atatürk's principles and interests, and have them.
- P.O. 13 :** Communicate effectively in oral and written Turkish.
- P.O. 14 :** Using The European Language Portfolio A2 Level General English in the field of call center services follows information.
- P.O. 15 :** Organization / the Authority, labor and act in accordance with social ethics.
- P.O. 16 :** The universality of social benefits, social justice, quality and cultural values ??and environmental protection, occupational health and safety issues has enough conscious.
- P.O. 17 :** Open to change and innovation.
- P.O. 18 :** Know the basic mathematical terms and use in problem-solving.
- P.O. 19 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- L.O. 1 :** Discuss the basic concepts of brand management.
- L.O. 2 :** Will be able to manage the brand.
- L.O. 3 :** It decides on the factors that can increase the success of brand management processes.
- L.O. 4 :** Analyzes the difficulties encountered in the brand management process.
- L.O. 5 :** Plans brand management in the globalizing market.