

## İndirilme Tarihi

28.09.2026 11:13:20

## GİT205 - MARKETING AND BRAND COMMUNICATION - Güzel Sanatlar Fakültesi - Görsel İletişim Tasarımı Bölümü

### General Info

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#### Objectives of the Course

The aim of this course is to provide students with a holistic understanding of the fundamental concepts of marketing and brand communication, and to analyze and interpret strategic elements such as brand identity, the marketing mix (4Ps), promotional tools, and sponsorship. By connecting marketing fundamentals with visual communication design, the course aims to equip students with the ability to produce creative, consistent, and effective visual solutions in brand communication processes.

#### Course Contents

This course covers fundamental marketing concepts, the marketing mix (4Ps), product and brand fundamentals, the brand identity system, target audience analysis, promotional mix tools (advertising, public relations, personal selling, promotion, direct/digital marketing), and sponsorship. Each week, the relevant theoretical framework is supported by practical examples; students conduct analyses based on real brands, develop communication strategies, and develop visual communication design outcomes.

#### Recommended or Required Reading

Efsaneler ve Gerçekler: Pazarlama Nasıl Yapılır? — Temel Aksoy Yayınevi: CEO Plus (bazı kaynaklarda Doğan Eđmont Yayıncılık) Basım Yılı: 2017 (Eylöl) ISBN: 9786050946253 Pazarlama İletişimi Ders Kitabı — Anadolu Üniversitesi Yayınları Yayınevi: Anadolu Üniversitesi Yayınları Basım Yılı: 2013ojeksiyon

#### Planned Learning Activities and Teaching Methods

In-class discussions Case studies Brand communication reviews Group exercises Visual communication analyses

#### Instructor's Assistants

No Teaching Assistants

#### Presentation Of Course

Sözel anlatım Soru-cevap Vaka analizi Grup tartışması

#### Dersi Veren Öğretim Elemanları

Prof. Dr. Göksel Şimşek

### Program Outcomes

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1. It explains the basic concepts of marketing, 4P components and brand identity system with a holistic approach.
2. Analyzes a brand's product, price, distribution and promotion strategies and evaluates the effects of these strategies on the target audience.
3. Compares the tools of the promotional mix (advertising, PR, promotion, personal selling, digital marketing) and suggests appropriate communication strategies for brand communication.
4. By associating the knowledge acquired in the field of marketing and brand communication with visual communication design, he develops an effective and consistent visual communication strategy for a brand and expresses it in a professional presentation format
5. Evaluates the holistic structure of brand communication and can explain the processes by which brands create a consistent communication language in different communication environmen

| Order | Preparation | Info Laboratory | Teaching Methods    | Theoretical                                                                                                                                                                          | Practise |
|-------|-------------|-----------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1     |             |                 | Lecture             | Introduction to Marketing Definition of marketing, evolution of the marketing concept, value creation.                                                                               |          |
| 2     |             |                 | Lecture             | The 4 Ps of Marketing – Product Product types, product strategies, product life cycle, value proposition design.                                                                     |          |
| 3     |             |                 | Lecture             | Price Psychological pricing, competitive pricing, pricing strategies.                                                                                                                |          |
| 4     |             |                 |                     | The 4 Ps of Marketing – Distribution (Place) Distribution channels, physical/digital channel structure, omnichannel systems.                                                         |          |
| 5     |             |                 | Lecture             | he 4 Ps of Marketing – Promotion Mix Introduction to the promotion mix, communication process, message strategy                                                                      |          |
| 6     |             |                 | Lecture             | Product and Brand Fundamentals (New Content) Topic: Fundamentals of Marketing, Product, and Brand Points where the marketing-product-brand trio intersects with visual communication |          |
| 7     |             |                 | Verbal Presentation | Brand Identity System Kapferer Identity Prism, Aaker brand components, identity guide examples.                                                                                      |          |
| 8     |             |                 |                     | Midterm Exam                                                                                                                                                                         |          |
| 9     |             |                 | Lecture             | Sponsorship Sports/culture/event sponsorship, brand-event fit, sponsorship measurement.                                                                                              |          |
| 10    |             |                 | Lecture             | Reklam (Advertising) Reklam stratejisi, mesaj tasarımı, mecra planlama, görsel iletişim analizi.                                                                                     |          |
| 11    |             |                 | Lecture             | Public Relations Corporate Communications, media relations, crisis communications.                                                                                                   |          |
| 12    |             |                 | Lecture             | Sales Promotion Coupons, gifts, contests, samples, displays; short-term sales promotion methods and design, Shopper Marketing Examples                                               |          |
| 13    |             |                 | Lecture             | Personal Selling Sales process, customer relations, visual communication in B2B sales, corporate email designs                                                                       |          |
| 14    |             |                 | lecture             | Personal Selling Sales process, customer relations, visual communication in B2B sales, corporate email designs                                                                       |          |
| 15    |             |                 |                     | Final Exam                                                                                                                                                                           |          |

## Workload

| Activities                    | Number | PLEASE SELECT TWO DISTINCT LANGUAGES |
|-------------------------------|--------|--------------------------------------|
| Vize                          | 1      | 1,00                                 |
| Final                         | 1      | 1,00                                 |
| Derse Katılım                 | 2      | 14,00                                |
| Ders Öncesi Bireysel Çalışma  | 1      | 3,00                                 |
| Ders Sonrası Bireysel Çalışma | 2      | 10,00                                |
| Ara Sınav Hazırlık            | 3      | 5,00                                 |
| Final Sınavı Hazırlık         | 5      | 5,00                                 |
| Diğer                         | 2      | 15,00                                |

## Assesments

| Activities | Weight (%) |
|------------|------------|
| Ara Sınav  | 40,00      |
| Final      | 40,00      |

|        | 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 | P.O. 20 | P.O. 21 | P.O. 22 | P.O. 23 | P.O. 24 | P.O. 25 | P.O. 26 |   |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| L.O. 1 | 1      | 2      | 1      | 4      |        | 4      | 2      |        | 1      | 1       |         | 1       | 2       | 4       | 3       |         |         | 1       | 3       | 3       | 2       | 4       |         | 4       | 2       | 2       |   |
| L.O. 2 |        | 2      | 1      | 3      |        | 4      | 2      |        | 1      | 1       |         | 1       | 3       | 4       | 1       |         |         | 1       | 3       | 2       | 2       | 4       |         | 4       | 1       | 3       |   |
| L.O. 3 |        | 2      | 3      | 1      | 3      |        | 4      | 2      |        | 1       | 1       |         | 2       | 3       | 4       | 1       |         |         | 1       | 2       | 3       | 3       | 4       |         | 4       | 2       | 2 |
| L.O. 4 |        | 3      | 1      | 4      |        | 3      | 2      |        | 1      | 4       |         | 3       | 4       | 5       | 4       |         |         | 1       | 3       | 3       | 4       | 4       |         | 5       | 1       | 3       |   |
| L.O. 5 |        | 1      | 2      | 1      | 5      |        | 5      | 2      |        | 2       | 4       |         | 4       | 4       | 5       | 3       |         |         | 1       | 2       | 5       | 1       | 5       |         | 5       | 3       | 4 |

Table :

- P.O. 1 :** Has a technical and theoretical command of the historical development of the field of Visual Communication Design.
- P.O. 2 :** Describes concepts, ideas, facts, and problems related to the field and perceives them multidimensionally.
- P.O. 3 :** Possesses proficiency in problem-solving skills, techniques, and methods, along with the ability to apply the terminology that evaluates art and design on a common basis.
- P.O. 4 :** Has technological and theoretical knowledge, equipment, and aesthetic awareness related to the field.
- P.O. 5 :** Utilizes the knowledge acquired from various branches of art and design with an interdisciplinary approach to contribute to the development of the field.
- P.O. 6 :** Understands the transformation and development processes of the discipline of Graphic Design from past to present and applies this knowledge to current problems.
- P.O. 7 :** Understands the transformation and development processes of the media field from past to present and applies this knowledge to current problems.
- P.O. 8 :** Can analyze and implement solutions for two-dimensional, three-dimensional, and four-dimensional design problems.
- P.O. 9 :** Can theoretically and philosophically justify their practical implementations.
- P.O. 10 :** Acquires application and communication skills to present their designs effectively.
- P.O. 11 :** Has the ability to comprehend and reflect the visual language of art and design, including aesthetic sensitivity, in their work.
- P.O. 12 :** Possesses the ability to utilize different artistic and industrial production techniques.
- P.O. 13 :** Acquires theoretical knowledge to explain meaning and signification in visual communication.
- P.O. 14 :** Understands the advertising campaign process and can develop visual applications.
- P.O. 15 :** Has proficiency in internet and new media theories and applications.
- P.O. 16 :** Can define the sociological, philosophical, and historical process of human existence in a cultural dimension.
- P.O. 17 :** Analyzes organic and geometric forms of the human body and recognizes and applies the concept of volume that gives a sense of the third dimension on a two-dimensional surface.
- P.O. 18 :** Utilizes current computer technologies relevant to their field.
- P.O. 19 :** Conducts natural and artificial object studies related to vision and form.
- P.O. 20 :** Theoretically defines media, communication, and artistic processes and develops strategies.
- P.O. 21 :** Produces original ideas and solutions within the framework of project requirements.
- P.O. 22 :** Develops communication strategies focused on target audiences, products/services, and market needs.
- P.O. 23 :** Effectively produces designs using all types of visual media, from freehand drawing to computer graphics.
- P.O. 24 :** Adapts the knowledge and skills acquired during education to the industry.
- P.O. 25 :** Possesses fundamental knowledge of artistic practices and design.
- P.O. 26 :** Engages in both intra-disciplinary and interdisciplinary collaboration.
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- L.O. 2 :** Analyzes a brand's product, price, distribution and promotion strategies and evaluates the effects of these strategies on the target audience.
- L.O. 3 :** Compares the tools of the promotional mix (advertising, PR, promotion, personal selling, digital marketing) and suggests appropriate communication strategies for brand communication.
- L.O. 4 :** By associating the knowledge acquired in the field of marketing and brand communication with visual communication design, he develops an effective and consistent visual communication strategy for a brand and expresses it in a professional presentation format
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