



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141315025	COURSE NAME	Brand Communication Management
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
5	2	0	0	2	2	COMPULSORY () ELECTIVE (x)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	None
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COURSE DESCRIPTION	Definition and scope of brand concept, The importance of the brand, Concepts related to brand, Brand Awareness, brand associations, Brand loyalty, Brand Image, Brand Personality, Brand identity, Brand Equity, Brand Management, Brand Configuration, Brand Positioning, Brand Extension, Brand and Consumer relations, Brand Communication Strategies, Brand Person, Brand City.
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COURSE OBJECTIVES	This course aims to make students understand the importance and importance of "brand" which is an important concept for communication campaigns and especially advertising, so that they can benefit from brand concept in the presentation of a new product or service.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1.Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.
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COURSE OUTCOMES	1. Defines the brand concept and related terms. 2. Know that the brand is not only applicable to commercial products and services, and understand its sectoral importance.
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TEXTBOOK	Uztuğ, Ferruh (2003).Markan Kadar Konuş. İstanbul: Mediacat Yayınları.
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OTHER REFERENCES	Moser, Mike (2003). Marka Yaratmanın 5 Adımı. İstanbul: Mediacat. Yayınları.
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TOOLS AND EQUIPMENTS REQUIRED	Notebook, pen
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Definition And Scope Of Brand Concept, The Importance Of The Brand
2	Marketing and Brand
3	Concepts Related To Brand: Brand Awareness, Brand Associations
4	Concepts Related To Brand: Brand Image, Brand Personality
5	Concepts Related To Brand: Brand Identity, Brand Equity
6	Concepts Related To Brand: Brand Loyalty, Brand Interest, Attitudes Towards The Brand
7	The Symbolic Power Of The Brand
8	MIDTERM EXAM
9	Brand Management
10	Brand Positioning
11	Brand And Consumer Relations
12	Consumer Behaviours
13	Brand Communication Strategies
14	Brand Person, Brand City
15	Legal Branding
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs			x
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems			x
5	The ability to recognize design technique and technology, to comprehend application areas and methods			x
6	The ability to comprehend and apply the design process and production techniques		x	
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal			x
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Ayşe SARITAŞ

Signature:

Date: