

Dentistry			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI067		
Course Name:	Branding in Nutrition		
Semester:	Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. YALÇIN YAMAN DURUSOY		
Course Lecturer(s):			
Course Assistants:			

Course Objective and Content

Course Objectives:	Food branding is all about creating a unique identity for a food product or brand that sets it apart from the competition and connects with its target audience. The goal of food branding is to stand out and be memorable, all while building an emotional connection with customers.
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Course Content:	The course will be explained and followed from the prepared booklet. In the general classroom environment, questions, answers and discussions will be studied, participation in the course will be NECESSARY. Average score of passing: "60"
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Learning Outcomes

The students who have succeeded in this course;

- 1) Can perceive multi-dimensionally within the scope of the concept of critical thinking
- 2) Understands the dynamics of food and nutrition market
- 3) comprehends how to implement important marketing techniques in nutrition market

Course Flow Plan

Week	Subject	Related Preparation
1)	The concept Brand and Branding	
2)	Relationship between Branding and Marketing	
3)	Brand management and its relevance on nutrition sector	
4)	Market Research and its Techniques	
5)	Positioning in brand management	
6)	Corporate Identity and Brand Expansion	
7)	Overview	
8)	Midterm exam	
9)	How to create a Brand?	
10)	Stories of different brands	
11)	Brand identity and brand image	
12)	Marka değeri	
13)	Failures in nutrition marketing	
14)	General Overview	
15)	Final week	
16)	Final week	

Sources

Course Notes / Textbooks:	Öğretim üyesinin hazırladığı notlar Lecturer's notes
References:	Mirze, K., (2010), İşletme, Literatür Yayınları, İstanbul Akdemir, A., (2012), İşletmeciliğin Temel Bilgileri, Ekin Yayıncılık, Bursa Çavuşoğlu. B.,(2011), Marka Yönetimi ve Pazarlama Stratejileri, Nobel Yayın, Ankara Gümüş. S., Saraç. P., (2013), Pazarlamada Markalaşma Stratejileri, Hiperlink, İstanbul

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3
Program Outcomes			
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.			
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.			
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.			
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.			
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.			
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.			
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.			
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.			
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.			
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the			

relevant data.			
Course Learning Outcomes	1	2	3
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.			
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society			
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.			
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.			
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.			

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	

7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
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10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	1	2		42
Midterms	1	15	1		16
Final	1	25	1		26
Total Workload					84