

## Course Introduction and Application Information

Course Code:	UNI067				
Course Name:	Branding in Nutrition				
Semester:	Spring				
Course Credits:	<table border="1"> <tr> <td>ECTS</td> </tr> <tr> <td>5</td> </tr> </table>			ECTS	5
ECTS					
5					
Language of instruction:	Turkish				
Course Condition:					
Does the Course Require Work Experience?:	No				
Type of course:	Departmental Elective				
Course Level:	Array	TR-NQF-HE:Array. Master`s Degree	EQF-LLL:Array. Master`s Degree		
Mode of Delivery:	E-Learning				
Course Coordinator:	Dr. YALÇIN YAMAN DURUSOY				
Course Lecturer(s):	Dr. YALÇIN YAMAN DURUSOY				
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.
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"

## 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 Techiques	
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.

**Course - Program Learning Outcome Relationship**

<b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>
Program Outcomes			

**Course - Learning Outcome Relationship**

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of Contribution
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**Assessment & Grading**

Değerlendirme Yöntemleri ve Kriterleri	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
<b>total</b>		<b>% 100</b>

**Workload and ECTS Credit Calculation**

Activities	Number of Activities	Preparation for the Activity	Aktivitede Harcanan Süre	Completing the Activity Requirements	Workload
Course Hours	14	1	2		42
Midterms	1	15	1		16
Final	1	25	1		26
<b>Total Workload</b>					<b>84</b>