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

Course Introduction and Application Information

Course Code:	UNI147
Course Name:	Brand Management
Semester:	Fall Spring
Course Credits:	ECTS 5
Language of instruction:	Turkish
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree QF-EHEA:First Cycle EQF-LLL:6. Master`s Degree
Mode of Delivery:	E-Learning
Course Coordinator:	Doç. Dr. DİNÇER ATLI
Course Lecturer(s):	Cem Duran
Course Assistants:	

Course Objective and Content

Course Objectives:	The aim of the Brand Management course is to provide students with the ability to create a successful corporate brand, to learn the basic principles, strategies and techniques of brand management, and to make strategic brand management decisions from a marketing perspective.
Course	In this course, basic concepts related to brand management and brand management strategies

Content:	will be examined.

Learning Outcomes

The students who have succeeded in this course;

1) In this course, brand and brand management are discussed in detail.

2) Within the scope of the course, the brand management process and this factors affecting the process will be discussed and sample articles discussions will be held over it.

3) The course will also include students to prepare an article on a branding topic will be requested.

Course Flow Plan

Week	Subject	Related Preparation
1)	What is a Brand? Benefits, Functions	
2)	Historical Development of Brand Concept	
3)	Brand Image, Elements and Associations	
4)	Brand Types	
5)	Development and Management of Brand Strategie	
6)	Brand Expansion Strategies	
7)	Brand Expansion Strategies	
8)	Mid-term Exam	
9)	Brand Identity and Positioning	
10)	Brand Communication	
11)	Brand Equity	
12)	Brand Strategies: Positioning, Perception Maps	
13)	Regulations Related to Trademark	
14)	Intellectual Property Rights	
15)	Intellectual Property Rights	
16)	Final Exam	

Sources

Course Notes / Textbooks:	Nurhan Babür Tosun, Marka Yönetimi, Beta Kitap

	Nurhan Babür Tosun, Brand Management, Beta Kitap			
References:	Konuyla ilgili bilimsel makaleler Scientific articles on the subject			

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.			
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.			

Course Learning Outcomes	1	2	3
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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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.
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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	% 50
Final	1	% 50
total		**% 100**
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		**% 100**

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	28

Midterms	8	43
Final	8	48
Total Workload		**119**