

Management Information Systems			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI196		
Course Name:	Branding in Dietetics		
Semester:	Spring		
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):	Dr.Y.Yaman Durusoy		
Course Assistants:			

Course Objective and Content

Course Objectives:	After graduation, students will step into real life, learn branding and brand value classification and properties.
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.

Learning Outcomes

The students who have succeeded in this course;

- 1) To be able to perceive multi-dimensional in the context of critical thinking concept.
- 2) Problem solving and self-expression after proactive participation
- 3) Understanding the limits of business management
- 4) To have knowledge about the realities of business life with the knowledge learned.

Course Flow Plan

Week	Subject	Related Preparation
1)	What is brand	
2)	Brandin and Marketing	
3)	Brand Management	
4)	Marketing resarch in brand management	
5)	Positioning	
6)	Corporate identity and brand expansion	
7)	General evaluation	
8)	Midterm Exam	
9)	Brand creation	
10)	Brand stories	
11)	Brand identity and brand image	
12)	Brand value	
13)	General evaluation	
14)	Final exam	
15)	Final exam	
16)	Final exam	

Sources

Course Notes / Textbooks:	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,
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	Ankara Gümüş. S., Saraç. P., (2013), Pazarlamada Markalaşma Stratejileri, Hiperlink, İstanbul
References:	Harvard Business Review, Capital, Forbes e-dergiler

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.				
2) Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.				
3) Uses different information technologies and systems for understanding and solving various business problems.				
4) Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.				
5) Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.				
6) Gains technical and managerial contributions to IT projects and takes responsibility.				
7) Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.				
8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.				
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.				
10) Has universal ethical values, social responsibility awareness and sufficient legal knowledge.				
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.				
12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.				

13) It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	1	2	3	4
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Course Learning Outcomes

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	3
2)	Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	3
3)	Uses different information technologies and systems for understanding and solving various business problems.	3
4)	Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3
5)	Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	3
6)	Gains technical and managerial contributions to IT projects and takes responsibility.	3
7)	Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3
8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	3
10)	Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3
11)	Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	3
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3
13)	It uses information and communication technologies together with computer software at	3

the advanced level of European Computer Driving License required by the field.

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