

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES  
MARKETING DEPARTMENT  
COURSE SYLLABUS  
FORM**

<b>MAR 310 Global Brand Management</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
Global Brand Management	MAR 310	6	3	0	0	3	4

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Question-Answer, Problem Solving

<b>Course Objective</b>
In this course, students are given theoretical and practical information about brand, brand equity, brand awareness, brand image, brand identity, customer-based brand equity concepts and brand management strategies on a global scale, to enable students to understand the importance of brand concept in terms of marketing, consumer and global competition. is targeted.

<b>Learning Outcomes</b>
The students who succeeded in this course will be able; <ul style="list-style-type: none"> <li>• to understand Brand equity, Strategic implications of branding,</li> <li>• to master Brand and business models, Brand diversity and Managing retail brands</li> <li>• to understand Brand identity and positioning</li> <li>• to master how to create and sustain brand equity</li> <li>• to comprehend brand valuation</li> </ul>

### Course Outline

First the background of digital marketing, wider marketing and business models to ensure that the strategy developed which is based on proven techniques and models were analyzed. Then how strategy must align with business if it is to perform effectively was discussed. Some of the challenges that face digital marketers today were the next topic which was looked at. Effective planning processes and how to ensure the plans are solid and logical before getting into the detail of each channel was the last topics in the book.

### Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Brand equity (Kapferer, Chap.1)	<ul style="list-style-type: none"> <li>- What is a brand</li> <li>- Differentiating between brand assets, strength and value</li> <li>- Tracking brand equity</li> <li>- Comparing brand equity profiles</li> <li>- How brands create value for the customer</li> </ul>
2	Strategic implications of branding(Kapferer, Chap.2)	<ul style="list-style-type: none"> <li>- Permanently nurturing the difference</li> <li>- Brands act as a genetic programme</li> <li>- The product and the brand</li> <li>- Halo effect: kernel and peripheral values</li> <li>- Advertising products through the brand prism</li> </ul>
3	Brand and business models (Kapferer, Chap.3)	<ul style="list-style-type: none"> <li>- The benefits of being a brand:magazines as brands</li> <li>- Differentiating a commodity by thebrand</li> <li>- Brand building</li> </ul>
4	Brand diversity (Kapferer, Chap.4)	<ul style="list-style-type: none"> <li>- Luxury brands</li> <li>- Service brands</li> <li>- The branding of nature</li> <li>- Pharmaceutical brands</li> <li>- Business-to-business brands</li> <li>- The internet brand</li> </ul>

5	Managing retail brands (Kapferer, Chap.5)	<ul style="list-style-type: none"> <li>- Evolution of the distributor's brand</li> <li>- The financial equation of the distributor's brand</li> <li>- The three stages of the distributor's brand</li> </ul>
6	The new brand management (Kapferer, Chap.6)	<ul style="list-style-type: none"> <li>- The limits of a certain type of marketing</li> <li>- The new key words of strategic brand management</li> <li>- Targeting for the new strategic brand management</li> <li>- From brand activation to brand activism</li> </ul>
7	Brand identity and positioning (Kapferer, Chap.7)	<ul style="list-style-type: none"> <li>- Brand identity: a necessary concept</li> <li>- Identity and positioning</li> <li>- The six facets of brand identity</li> <li>- Sources of identity: brand DNA</li> <li>- Building an inspiring brandplatform</li> <li>- From brand platform to product lines</li> </ul>
8	<b>MIDTERM EXAM</b>	

9	<p>Launching the brand (Kapferer, Chap.8)</p>	<ul style="list-style-type: none"> <li>- Defining the brand's platform</li> <li>- The economics of brand positioning</li> <li>- Implementing the strategy: what flagship product?</li> <li>- Choosing a name for a strong brand</li> </ul>
	<p>Growing the brand(Kapferer, Chap.9)</p>	<ul style="list-style-type: none"> <li>- Growth through existingcustomers</li> <li>- Line extensions: necessity and limits</li> <li>- Growth through innovation</li> <li>- New lines and old lines: the virtuous circle</li> </ul>
10	<p>Sustaining a brand long term (Kapferer, Chap.10)</p>	<ul style="list-style-type: none"> <li>- Resisting the low-cost revolution</li> <li>- Nurturing the perceived difference</li> <li>- Investing in media communication</li> </ul>
	<p>Brand and products: identity and change (Kapferer, Chap.11)</p>	<ul style="list-style-type: none"> <li>- From reassurance to stimulation of desire</li> <li>- Brand and products: integration and differentiation</li> <li>- Specialist brands and generalist brands</li> </ul>
11	<p>Growth through brand extensions (Kapferer, Chap.12)</p>	<ul style="list-style-type: none"> <li>- Brand or line extensions?</li> <li>- The limits of the classicalconception of a brand</li> <li>- Building the brand through systematic extensions</li> <li>- Identifying potential extensions</li> <li>- The economics of brand extension</li> </ul>
	<p>Brand architecture (Kapferer, Chap.13)</p>	<ul style="list-style-type: none"> <li>- Type of brands</li> </ul>

12	Multi-brand portfolios (Kapferer, Chap.14)	<ul style="list-style-type: none"><li>- The benefits of multiple entries in a market</li><li>- Linking the brand portfolio to market segmentation</li><li>- Global portfolio strategy 355</li><li>- Linking the brand portfolio to the corporate strategy</li></ul>
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13	Handling name changes and brand transfers (Kapferer, Chap.15)	<ul style="list-style-type: none"> <li>- Reasons for brand transfers</li> <li>- The challenge of brand transfers</li> <li>- Transferring a service brand</li> <li>- Managing resistance to change</li> <li>- Factors of successful brand transfers</li> <li>- Changing the corporate brand</li> </ul>
	Brand turnaround and rejuvenation (Kapferer, Chap.16)	<ul style="list-style-type: none"> <li>- The decay of brand equity</li> <li>- Factors of decline and deletion</li> <li>- When a brand becomes generic</li> <li>- Preventing the brand from ageing and deletion</li> <li>- Revitalizing an old brand</li> <li>- Growing older but not ageing</li> </ul>
14- 15	Managing global brands (Kapferer, Chap.17)	<ul style="list-style-type: none"> <li>- Patterns of brand globalization</li> <li>- Why globalize?</li> <li>- The benefits of a global image</li> <li>- Conditions favouring globalbrands</li> </ul>
	Financial valuation and accounting forbrands (Kapferer, Chap.18)	<ul style="list-style-type: none"> <li>- Accounting for brands: the debate</li> <li>- Evaluating brand valuationmethods</li> <li>- Brand valuation in practice</li> <li>- Unintended impact of the IFRSnorms on brand valuations</li> <li>- Financially evaluating the cost ofan image prejudice</li> </ul>
16	<b>FINAL EXAM</b>	

**Textbook(s)/References/Materials:**

**Textbook:** Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan page publishers.

- Kotler, P., & Pfoertsch, W. (2006). B2B brand management. Springer Science & BusinessMedia.
- Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre , (2009), Brand Management Research,theory and practice, Routledge, ISBN 13:9780415443265
- Global Brand Integrity Management How to Protect Your Product in Today's CompetitiveEnvironment by Post R.S., Post P.N.

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	<b>1</b>	<b>5</b>
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	<b>2</b>	<b>10</b>
Presentation		
Projects		
Report		
Seminar		
<b>Midterm Exam/Midterm Jury</b>	<b>1</b>	<b>35</b>
<b>General Exam / Final Jury</b>	<b>1</b>	<b>50</b>
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>50</b>
<b>Success Grade Contribution of End of Term</b>		<b>50</b>
<b>Total</b>		<b>100</b>

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	2	32
Laboratory			
Application	16	2	32
Course-Specific Internship (if any)			
Field Study			

<b>Study Time Out of Class</b>	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	2	8	16
Quizzes / Studio Review			

Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	30	30
<b>Total Workload</b>	<b>(162/25= 6,48)</b>		<b>162</b>

<b>Course' Contribution Level to Learning Outcomes</b>						
<b>Nu</b>	<b>Learning Outcomes</b>	<b>Contribution Level</b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>LO 1</b>	to understand Brand equity, Strategic implications of branding,					X
<b>LO 2</b>	to master Brand and business models, Brand diversity and Managing retail brands					X
<b>LO 3</b>	to understand Brand identity and positioning					X
<b>LO 4</b>	to master how to create and sustain brand equity					X
<b>LO 5</b>	to comprehend global brand valuation					X



<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)</b>							
<b>Nu</b>	<b>Program Competencies</b>	<b>Learning Outcomes</b>					<b>Total Effect (1-5)</b>
		<b>LO 1</b>	<b>LO2</b>	<b>LO3</b>	<b>LO4</b>	<b>LO5</b>	
<b>1</b>	Understanding the formal and informal processes associated with a business structure.	x	x		x	x	3
<b>2</b>	Evaluate a business on the basis of all functional units.	x	x			x	3
<b>3</b>	To use analytical thinking effectively in the decisions taken for the problem solving process.		x			x	2
<b>4</b>	Having a vision of self-improvement and learning.	x		x	x		1
<b>5</b>	To carry out all activities within this framework, equipped with ethics		x			x	1
<b>6</b>	To analyze the cases encountered by doing research and studies individually and as a team within the organization.	x	x				2
<b>7</b>	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally		x			xx	2
<b>8</b>	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.	x	x	x	x	x	5

9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.	x		x	x		3
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	x				x	1
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	x	x	x	x	x	4
12	To follow and correctly interpret the current trends developing within the framework of marketing.	x	x	x	x	x	5
							32

### Policies and Procedures

**Exams:** The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

**Assignments:** The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

**Missed exams:** If any student misses any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

**Projects:** The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

**Attendance:** Each student should attend 70% of the class during the active term. If any student doesn't attend more than determined rate he/she will be insufficient and will not have pass mark from the course/class.

**Objections:** Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.

