

Antalya Bilim University
Department of Economics, ECON 1319 (3192)
Brand Economics

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Brands are a business's most valuable asset. Brands are a business's most valuable asset. For this reason, creating and protecting brand value is among the priorities of high-performing businesses. Within the scope of the course, brand management will be approached from a holistic perspective; strategic brand formation processes will be analyzed along with brand and marketing terminology; The role of brands on world and national economies and their comparison between countries, examples and applications of global brands will be included in the semester curriculum. In order to enable students to develop their presentation skills, students will make presentations about international and national brands.

The aim of this course is to provide an overview of basic branding concepts and oversee strategic brand management from an analytical and social perspective. The course explores the importance of branding in today's business world, branding strategies, the contribution of brands to country economies, and contributes to the understanding the role of brand equity on company and employee performances.

Course book:

Kevin Lane Keller, Strategic Brand Management, 4th edition (Global Edition), Pearson, ISBN-13 978-0-273-77941-4 Students are responsible to get a hard copy of the course book.

Recommended readings:

Recommended books by Byron Sharp “How brands grow”, Temel Aksoy “Efsaneler ve Gerçekler”

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Midterm (40%):** Students are responsible for all class material covered until the midterm exam. Exam will be essay type. Details to be announced.
- 2) **Final exam (60%):** Students are responsible for all class material covered after the midterm exam. Exam will be essay type. Details to be announced.

Course Schedule

WEEK 1 Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

WEEK 2 Brands and Brands Management Philosophy (World Economics Perspective)

Kevin Lane Keller Chapter 1, pp. 29-67

WEEK 3 Customer Based Brand Equity and Brand Positioning

Kevin Lane Keller Chapter 2, pp. 67-106

WEEK 4 Brand Resonance and the Brand Value Chain

Kevin Lane Keller Chapter 3, pp. 106-141

WEEK 5 Choosing Brand Elements to Build Brand Equity & Leveraging Secondary Brand Associations to Build Brand Equity

Kevin Lane Keller Chapter 4 and 7, pp. 141-177 and 259-291

WEEK 6 Designing Marketing Programs To Build Brand Equity Section 1

Kevin Lane Keller Chapter 5, pp. 177-217

WEEK 7 Designing Marketing Programs To Build Brand Equity Section 2 and EXAM Review

Kevin Lane Keller Chapter 5, pp. 177-217

WEEK 8 Midterm Exam

WEEK 9 AI Guest Speaking (Week and Speaker TBA)

WEEK 10 Integrating Marketing Communications to Build Brand Equity

Kevin Lane Keller Chapter 6, pp. 217-259

WEEK 11 Designing and Implementing Branding Strategies Section 1

Kevin Lane Keller Chapter 11, pp. 385-431

WEEK 12 Designing and Implementing Branding Strategies Section 2

Kevin Lane Keller Chapter 11, pp. 385-431

WEEK 13 Introducing and Naming New Products Section 1

Kevin Lane Keller Chapter 12, pp. 431-477

WEEK 14 Introducing and Naming New Products Section 2

Kevin Lane Keller Chapter 12, pp. 431-477

WEEK 15 Closing Orientations and Exam Review

Grading Policy:

Midterm exam 40%

Final exam 60%

Letter Grading: Passing grade is 40 out of 100. Letter grades are TBA.

***** This syllabus is subject to change based on Professor's inquiry.**