

**Antalya Bilim University**  
**Department of Business Administration,**  
**BUSI 411**  
**Brand Management**

Class time & Place:  
Friday  
Office hours: All students are welcome

Some of a firm's most valuable assets are the brands that it has invested in and developed over time. Although manufacturing processes can often be duplicated, strongly held beliefs and attitudes established in consumers' minds cannot. Therefore, building brands and effectively maintaining brand equity is among the top priorities of high performing companies. Effective brand management drives consumer loyalty, competitive advantage and last but not least superior financial results.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses. Many examples/cases will also be discussed in class. A significant component of the learning experience, in a course of this type, is constructive and reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions. The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

**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 + Group Presentation (50%):** Students are responsible for all class material covered until the midterm exam. Exam will be assey/multiple choice type. Details to be announced.
- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be assey/multiple choice 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

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  
Kevin Lane Keller Chapter 5, pp. 177-217

**WEEK 7** Integrating Marketing Communications to Build Brand Equity  
Kevin Lane Keller Chapter 6, pp. 217-259

**WEEK 8 Midterm Exam**

**WEEK 9 GUEST SPEAKER (Week and Speaker TBA)**

**WEEK 10** Designing and Implementing Branding Strategies  
Kevin Lane Keller Chapter 11, pp. 385-431

**WEEK 11** Introducing and Naming New Products  
Kevin Lane Keller Chapter 12, pp. 431-477

**WEEK 12** Managing Brands Over Time  
Kevin Lane Keller Chapter 13, pp. 477-509

**WEEK 13-14 Group Presentation Weeks**

**Grading Policy:**

Midterm exam + Group Presentation      50%

Final exam                                      50%

**Letter Grading:** Passing grade is 50 out of 100. Letter grades are TBA.

**\*\*\* This syllabus is subject to change based on Professor's inquiry. Classes can offline.**