

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
INTERNATIONAL TRADE AND FINANCE DEPARTMENT
COURSE SYLLABUS FORM
2022-2023 SPRING**

MAR405 Global Brand Management							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Global Brand Management	MAR405	7	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer

Course Objective
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 are targeted.

Learning Outcomes
<div style="border: 1px solid black; padding: 10px;"> <p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> • to understand Brand equity, Strategic implications of branding, • to master Brand and business models, Brand diversity and Managing retail brands • to understand Brand identity and positioning </div>

Course Outline
<p>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.</p>

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Introduction	<ul style="list-style-type: none"> – Aim of the Course – Lecturer Presentation
2	Brand equity	<ul style="list-style-type: none"> – What is a brand – Differentiating between brand assets, strength and value – Tracking brand equity – Comparing brand equity profiles – How brands create value for the customer – How brands create value for the company – Corporate reputation and the brand – Reputation focus versus brand focus – From managing the brand to managing by the brand
3	Strategic implications of branding	<ul style="list-style-type: none"> – Permanently nurturing the difference – Brands act as a genetic programme – The product and the brand – Halo effect: kernel and peripheral values – Advertising products through the brand prism – Brands versus other signs of quality – Obstacles to the implementation of branding
4	Brand and business models	<p>The benefits of being a brand: magazines as brands</p> <ul style="list-style-type: none"> – Differentiating a commodity by the brand – Brand building: from product to values, and vice versa – Understanding the value curve of the target – Breaking the rule and acting fast – Backing the brand by a business model
5	Culture in Global Marketing	<ul style="list-style-type: none"> – Definitions and Origins of Culture – Elements of Culture - Management Styles around the World – Business Ethics
6	Brand diversity	<ul style="list-style-type: none"> – Luxury brands

		<ul style="list-style-type: none"> – Service brands – The branding of nature – Pharmaceutical brands – Business-to-business brands – The internet brand – Country brands – Thinking of towns as brands – Universities and business schools are brands – Thinking of celebrities as brands
7	Managing retail brands	<ul style="list-style-type: none"> – Evolution of the distributor’s brand – The financial equation of the distributor’s brand – The three stages of the distributor’s brand – Factors in the success of distributors’ brands – Launching a store brand: eight steps – Optimizing the store brand marketing mix
8	MIDTERM EXAM	
9	The new brand management	<ul style="list-style-type: none"> – The limits of a certain type of marketing – The new key words of strategic brand management – Targeting for the new strategic brand management – From brand activation to brand activism – Adapting to new market realities – The power of business models – Building the brand at contact points – The enlarged scope of brand management – How co-branding grows the business
10	Brand identity and positioning	<ul style="list-style-type: none"> – Brand identity: a necessary concept – Identity and positioning – The six facets of brand identity – Sources of identity: brand DNA – Building an inspiring brand platform – From brand platform to product lines
11	Launching the brand	<ul style="list-style-type: none"> – Defining the brand’s platform – The economics of brand positioning – Implementing the strategy: what flagship product? – Choosing a name for a strong brand – Building brand awareness

		<ul style="list-style-type: none"> – Brand campaign or product campaign? – Brand language and territory of communication – Making creative 360° communications work for the brand at all contact points – Building brand authority through opinion leaders and communities
12	Growing the brand	<ul style="list-style-type: none"> – Growth through existing customers – Line extensions: necessity and limits – Growth through innovation – New lines and old lines: the virtuous circle – Disrupting markets through value innovation: blue ocean – Managing fragmented markets – From technological to cultural innovations – Growth through cross-selling between brands – Growth through internationalization
13	Sustaining a brand long term	<ul style="list-style-type: none"> – Resisting the low-cost revolution – Nurturing the perceived difference – Investing in media communication – Facing hard-discount competition – Suppressing unnecessary costs – Fighting value destruction through education and innovation – Creating entry barriers – How to succeed in trading up – Unlocking the secrets of super-premium brands – Brand equity versus customer equity: one needs the other – Sustaining proximity with trendsetters
14	Growth through brand extensions	<ul style="list-style-type: none"> – Brand or line extensions? – The limits of the classical conception of a brand – Building the brand through systematic extensions – Identifying potential extensions – The economics of brand extension – How extensions impact the brand: a typology of effects – Avoiding the risk of dilution

		<ul style="list-style-type: none"> – Balancing identity and adaptation to the extension market segments – Preparing the brand for remote extensions
15	Managing global brands	<ul style="list-style-type: none"> – Patterns of brand globalization – Why globalize? – The benefits of a global image – Conditions favouring global brands – Barriers to globalization – Coping with local service – Naming problems – Achieving the delicate local–global balance – Local brands can strike back – The process of brand globalization – Globalizing communications: processes and problems – Making local brands converge
16	FINAL EXAM	

Textbook (s)/References/Materials:		
Textbook: Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan page publishers.		
Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload/25 hours	(100/25 = 4)		
ECTS	4		

Course' Contribution Level to Learning Outcomes						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To understand Brand equity, Strategic implications of branding					X
LO2	To master Brand and business models, Brand diversity and Managing retail brands					X
LO3	To understand Brand identity and positioning					X

X					
No	Program Competencies	Learning Outcomes			Total Effect (1-5)
		LO1	LO2	LO3	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X	3
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X	X	3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.				
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X	X	3
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.				
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X	X	X	3
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X	X	X	3
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.				
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.				
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English and a second foreign language of her choice.	X	X	X	3
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X	X	3
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.	X	X	X	3
Total Effect					24

Policies and Procedures
<p>Web page: https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209 https://www.ostimteknik.edu.tr/international-trade-and-finance-232</p>
<p>Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean’s Office for additional disciplinary action.</p>
<p>Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.</p>
<p>Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.</p>
<p>Projects: Not applicable</p>
<p>Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.</p>
<p>Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.</p>