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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Marka Yönetimi** | |  | 3 | 3+0 | 3 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencinin, işletme stratejilerine göre, markanın tanınması ve duyurulmasını sağlayabilmesini, marka konumlandırma ile satış strateji ve uygulamalarını uyumlaştırabilmesini, marka stratejilerini takip edebilmesini ve buna uygun davranabilmesini aynı zamanda rakiplerin marka stratejilerini takip ederek markayı yeniden yapılandırabilmesini sağlamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Marka kavramını ve bu kavramın içerdiği unsurları öğrenir. 2. Marka sadakati ve marka değeri gibi kavramları anlar ve çalışacağı kuruluşlarda marka kimliğini yaratmaya ve marka imajını güçlendirmeye yardımcı olma gibi yeterlikler kazanır. 3. Marka stratejilerini etraflıca öğrenir. 4. Stratejik pazarlama yönetim sürecini ve bu sürecin markayla olan ilişkisini kavrar. | | | | | | | Dersin İçeriği | Ders; marka ve ürün ilişkisi, yerli ve küresel markalarının incelenmesi, markanın pazarlama stratejisi içindeki konumu: bölümlendirme, hedefleme, farklılaştırma ve konumlandırma, marka ile ilgili temel kavramlar: marka imajı, marka, kimliği, marka kişiliği, marka sadakati ve marka değeri, marka yönetiminde kullanılan stratejiler, marka ligleri ve örnek marka incelemeleri konularını kapsar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Pazarlama karması ve markanın pazarlamadaki yeri | | | | | | | 2 | Ürün kavramı ve ürün-marka ilişkisi | | | | | | | 3 | Mamül hayat eğrisi ve farklı devirler için farklı pazarlama kararları | | | | | | | 4 | Ambalajlama ve etiketleme | | | | | | | 5 | Markaya giriş | | | | | | | 6 | Günümüz markaları: yerel ve küresel markaların incelenmesi | | | | | | | 7 | Pazarlama stratejisi ve markalaşma: bölümlendirme ve pazar hedefleme | | | | | | | 8 | Pazarlama stratejisi ve markalaşma: pazar farklılaştırma ve konumlandırma | | | | | | | 9 | Temel marka kavramları: marka imajı, marka kimliği ve marka kişiliği | | | | | | | 10 | Temel marka kavramları: marka sadakati ve marka değeri | | | | | | | 11 | Marka stratejileri: aile markası, marka genişlemesi ve hat genişleme | | | | | | | 12 | Marka stratejileri: çoklu markalama ve diğer markalama stratejileri | | | | | | | 13 | Marka yönetimi örnek vaka incelemesi-I | | | | | | | 14 | Marka yönetimi örnek vaka incelemesi-II | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Borça, G., (2019) Marka ve Yönetimi, (Ed. Ferruh Uztuğ), Anadolu Üniversitesi Yayınları, Eskişehir.  Batı, U., (2015) Marka Yönetimi, Alfa Yayınları, 1. basım İstanbul.  Aaker, D., (2010) Güçlü Markalar Yaratmak, Mediacat Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 2 | | 2 | 1 | | - | 3 | | 1 | - | | 2 | 2 | | 1 | | **ÖÇ2** | 2 | | 3 | 2 | | - | 4 | | 1 | - | | 3 | 3 | | 2 | | **ÖÇ3** | 2 | | 2 | 1 | | - | 3 | | 1 | - | | 2 | 2 | | 1 | | **ÖÇ4** | 2 | | 2 | 1 | | - | 3 | | 1 | - | | 2 | 2 | | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Marka Yönetimi | 2 | 2 | 1 | - | 3 | 1 | - | 2 | 2 | 1 | |