

Fashion Design

Bachelor

TR-NQF-HE: Level 6

QF-EHEA: First Cycle

EQF-LLL: Level 6

General course introduction information

| Course Code: | YMD411 | | | | | | | | | | |
|---|---|----------------------------|---------------------------------|----------------------------|-------------------------------|---|---|---|---|--|--|
| Course Name: | Marka İletişimi | | | | | | | | | | |
| Course Semester: | Fall | | | | | | | | | | |
| Course Credits: | <table><thead><tr><th>Theoretical</th><th>Practical</th><th>Credit</th><th>ECTS</th></tr></thead><tbody><tr><td>3</td><td>0</td><td>3</td><td>5</td></tr></tbody></table> | Theoretical | Practical | Credit | ECTS | 3 | 0 | 3 | 5 | | |
| Theoretical | Practical | Credit | ECTS | | | | | | | | |
| 3 | 0 | 3 | 5 | | | | | | | | |
| Language of instruction: | TR | | | | | | | | | | |
| Course Requisites: | | | | | | | | | | | |
| Does the Course Require Work Experience?: | No | | | | | | | | | | |
| Type of course: | Common Pool | | | | | | | | | | |
| Course Level: | <table><tbody><tr><td>Bachelor</td><td>TR-NQF-HE:6. Master`s Degree</td><td>QF- EHEA:First Cycle</td><td>EQF-LLL:6. Master`s Degree</td></tr></tbody></table> | Bachelor | TR-NQF-HE:6. Master`s Degree | QF- EHEA:First Cycle | EQF-LLL:6. Master`s Degree | | | | | | |
| Bachelor | TR-NQF-HE:6. Master`s Degree | QF- EHEA:First Cycle | EQF-LLL:6. Master`s Degree | | | | | | | | |
| Mode of Delivery: | Face to face | | | | | | | | | | |
| Course Coordinator : | Dr.Öğr.Üyesi AYŞE NAZLIHAN BEŞİKTAŞ | | | | | | | | | | |
| Course Lecturer(s): | Dr.Öğr.Üyesi FATMA YONCA TUNÇ | | | | | | | | | | |
| Course Assistants: | | | | | | | | | | | |

Course Objective and Content

| | |
|--------------------|---|
| Course Objectives: | <p>To comprehend the nature of the brand concept and the important role of the strategic management of this concept in the survival of the businesses around competitive marketing,</p> <p>To gain familiarity with the theory and applications at every stage of the process of brand application and the ability to apply / measure information about the process in which this concept is created, measured and managed.</p> |
|--------------------|---|

| | |
|-----------------|--|
| Course Content: | Brand components, brand types, brand creation, name, symbol and slogan, brand identity and positioning, person brand concept, storytelling, brand campaigns. |
|-----------------|--|

Learning Outcomes

The students who have succeeded in this course;

Learning Outcomes

1 - Knowledge

Theoretical - Conceptual

1) Understanding the basic concepts related to brand management and brand communication in both traditional media and new media; To be able to explain basic concepts such as branding, positioning, brand identity and personality, brand equivalence, brand communication strategies.

2 - Skills

Cognitive - Practical

1) In the light of the basic information about brand communication, to be able to create and implement brand strategies, to identify brand needs with the right market and target audience analysis, to prepare brand identity processes, to design campaigns for different needs of the brand.

3 - Competences

Communication and Social Competence

1) With the pre-acceptance that brands are also living and transforming assets, to build brand personalities with an understanding that is beneficial to the society and sensitive to social problems, to carry out studies on social responsibility awareness.

Learning Competence

1) In the strategies and campaigns developed for brand communication, to benefit from different areas of communication discipline, to develop and manage brand communication with a multidisciplinary approach. Define and use common social sciences and communication terminology and concepts used in brand management.

Field Specific Competence

1) To be able to follow scientific literature in the field of brand communication and contribute to this literature, to develop awareness on the necessity of lifelong learning and professional ethical responsibility.

Competence to Work Independently and Take Responsibility

1) To be able to conduct an independent research on brand communication or management, to defend these research findings in seminars and conferences. To be able to plan and manage activities for the development of employees under the responsibility of developing a brand communication strategy within the framework of a project.

Lesson Plan

| Week | Subject | Related Preparation |
|------|--|---------------------|
| 1) | Brand and brand management. | |
| 2) | Consumer-based brand presence | |
| 3) | Brand positioning and values. | |
| 4) | Selection of brand elements for the establishment of brand assets. | |
| 5) | Designing marketing programs for the establishment of brand assets. | |
| 6) | Integrated marketing communication for establishing brand presence. | |
| 7) | Benefiting from the secondary brand information for establishing brand presence. | |
| 8) | Midterm Exam. | |
| 9) | Measurement and interpretation of brand performance. | |
| 10) | Design and implementation of marketing strategies. | |
| 11) | Naming of new products entering the market and brand expansion. | |
| 12) | Time management of the brand. | |
| 13) | Management within the geographical boundaries and market segments of the brand. | |
| 14) | An overview of the course. | |

Sources

| | |
|---------------------------|---|
| Course Notes / Textbooks: | - Kahraman, Murat. Sosyal Medya 101 2.0, İstanbul; Mediacat Yayıncılık, 2013 - Stratten, Scott. Sosyal Medyada Yapılan Müthiş İşler / Vasat İşler, İstanbul; Mediacat Yayıncılık, 2012 |
|---------------------------|---|

References:

- Kahraman, Murat. Sosyal Medya 101 2.0, İstanbul; Mediacat Yayıncılık, 2013

- Stratten, Scott. Sosyal Medyada Yapılan Müthiş İşler / Vasat İşler, İstanbul; Mediacat Yayıncılık, 2012

Course-Program Learning Outcome Relationship

| Learning Outcomes | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| Program Outcomes | | | | | | |
| 1) Having knowledge about the evolution of fashion discipline and current fashion system. | | | | | | |
| 2) Having knowledge about textile technology and production methods. | | | | | | |
| 3) Developing advanced speaking skills and presentation skills in front of the community. | | | | | | |
| 4) Being able to take responsibility in the working environment and application processes, to be able to produce solutions to the problems encountered and to be able to work in teams. | | | | | | |
| 5) To work properly with team members who are working together and with employees under their responsibility; Having the ability to direct and manage the team. | | | | | | |
| 6) Ability to work on time management and action plans | | | | | | |

Course - Learning Outcome Relationship

| No Effect | 1 Lowest | 2 Low | 3 Average | 4 High | 5 Highest |
|-----------|----------|-------|-----------|--------|-----------|
| | | | | | |

| Program Outcomes | Level of Contribution |
|---|-----------------------|
| 1) Having knowledge about the evolution of fashion discipline and current fashion system. | |
| 2) Having knowledge about textile technology and production methods. | 4 |
| 3) Developing advanced speaking skills and presentation skills in front of the community. | 3 |
| 4) Being able to take responsibility in the working environment and application processes, to be able to produce solutions to the problems encountered and to be able to work in teams. | 3 |
| 5) To work properly with team members who are working together and with employees under | |

| | | |
|----|---|---|
| | their responsibility; Having the ability to direct and manage the team. | |
| 6) | Ability to work on time management and action plans | 4 |

Learning Activity and Teaching Methods

| | |
|---------------------------------|---|
| Field Study | ✓ |
| Expression | ✓ |
| Brainstorming/ Six thnking hats | ✓ |
| Lesson | ✓ |
| Group study and homework | ✓ |
| Reading | ✓ |
| Homework | ✓ |
| Project preparation | ✓ |
| Q&A / Discussion | ✓ |
| Case Study | ✓ |

Assessment & Grading Methods and Criteria

| | |
|--|---|
| Written Exam (Open-ended questions, multiple choice, true-false, matching, fill in the blanks, sequencing) | ✓ |
| Homework | ✓ |
| Application | ✓ |
| Group project | ✓ |
| Presentation | ✓ |
| Reporting | ✓ |
| Case study presentation | ✓ |

Assessment & Grading

| Semester Requirements | Number of Activities | Level of Contribution |
|-----------------------|----------------------|-----------------------|
| Midterms | 1 | % 40 |
| Final | 1 | % 60 |

| | | |
|-----------------------------|--|--------------|
| total | | % 100 |
| PERCENTAGE OF SEMESTER WORK | | % 40 |
| PERCENTAGE OF FINAL WORK | | % 60 |
| total | | % 100 |

Workload and ECTS Credit Grading

| Activities | Number of Activities | Workload |
|--------------------------|----------------------|------------|
| Course Hours | 15 | 45 |
| Study Hours Out of Class | 16 | 96 |
| Final | 1 | 3 |
| Total Workload | | 144 |