



**Eskişehir Osmangazi University**  
**Faculty of Tourism**  
**Gastronomy and Culinary Arts Course Information Form**

<b>TERM</b>	Spring
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<b>COURSE CODE</b>	271218030	<b>COURSE NAME</b>	Brand Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAG E
VIII	2	0	0	2	4	CORE ( ) ELECTIVE (X )	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
		X					
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>	<b>Number</b>	<b>Percentage (%)</b>				
	I. Mid-Term	1	40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
<b>FINAL EXAM</b>		1	60				
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>	Brand concept and it's strategic importance, brand positioning, brand loyalty, brand value, brand registration.						
<b>COURSE OBJECTIVES</b>	To teach the students basic knowledge of brand management, exemplify the applications.						
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>							
<b>COURSE OUTCOMES</b>	Identifying brands and basic concepts related to brand To have basic information about brand management To recognize the importance of brand strategies in business						
<b>TEXTBOOK(S)</b>	Marka ve Yönetimi. Anadolu Üniversitesi Yayını. (2019). Yayın No.1993 Marka Yönetimi. Atatürk Üniversitesi Açıköğretim Fakültesi Yayını. (2020)						
<b>SUPPORTIVE RESOURCES</b>	Articles related to topics						
<b>EQUIPMENTS REQUIRED</b>							

## COURSE OUTLINE

WEEK	SUBJECTS / TOPICS
1	The concept of brand and it's strategic importance
2	Brand identity and brand personality
3	Brand positioning
4	Brand architecture
5	Brand loyalty
6	Brand and perception
7	Brand registration
8	Brand in services
9	Brand value
10	Current notions related to brand
11	Current notions related to brand
12	Presentation
13	Presentation
14	Presentation
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.		X	
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.			X
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X

1:Never. 2:Few. 3:Many.

**Instructor Name :**