

NMC 411 – Strategic Brand Management and Social Media

Ibn Haldun University, İstanbul, Türkiye

Instructor: Asst. Prof. Dr. Meltem Özel

Semester: Autumn (1st Semester) 2025-2026

Field of Education: New Media and Communication

Language of Instruction: English (Min. B1 level)

Credit Hours / ECTS: 5 ECTS

Mode of Delivery: Hybrid (Online sessions + Onsite project week)

Course Description

This course explores strategic brand management practices in the digital age with a special focus on social media. It provides students with the tools to build, manage, and evaluate brand strategies using theoretical foundations and practical applications. Through lectures, workshops, and project-based learning, students will understand how brands interact with customers and communities across digital platforms.

Course Objectives

Upon successful completion of this course, students will be able to:

- Understand the foundations of strategic brand management.
- Develop positioning strategies and brand value propositions.
- Analyze brand identity and brand equity.
- Design and present integrated marketing communication plans.
- Manage digital and social media branding strategies.
- Work collaboratively in groups to develop fictitious brand campaigns.

Learning Resources

Required Textbook:

Keller, Kevin Lane & Swaminathan, Vanitha (2020). Strategic Brand Management (5th Edition), Pearson: UK.

Weekly Topics & Learning Activities

Week	Date	Mode	Topic	Learning Activity
0		Online	Course Introduction	Course tools (Zoom), Ice-breaking
1		Online	What is a Brand? Why Brands Matter	Lecture + Discussion, Brand Brainstorming
2		Online	Customer-Based Brand Equity	Lecture + Case Study, Brand Equity Pyramid
3		Online	Brand Positioning and Value Proposition	Workshop: Positioning Map, Competitor Analysis
4		Online	Brand Elements and Brand Identity	Lecture + Logo/Slogan Analysis Activity
5		Online	Preparation for Project Week	Team-Based Research, Instructor Guidance
6		Online	Integrated Marketing Communications (IMC)	Lecture + IMC Planning Exercise
7		Online	Midterm Week	Team-Based Brand Creation – Strategic Brand Process
8		Online	Digital Channels & Social Paid Channels	Lecture + Case Study + Discussion
9		Online	E-mail Marketing & Mobile Marketing	Lecture + Case Study + Discussion
10		Online	Influencer Marketing & Content Marketing	Lecture + Case Study + Discussion
Day 1		Onsite	Orientation & Campaign Development	Team Orientation, Campaign Theme Setup
Day 2		Onsite	Strategy Finalization and Visual Design	Strategy Development, Visuals and Mockups
Day 3		Onsite	Rehearsals and Peer Feedback	Rehearsals, Peer Review
Day 4		Onsite	Final Presentations (In-person)	Group Project Presentations

Day 5		Onsite	Reflection & Closing	Course Wrap-up, Feedback, Reflection Exercise
Day	Date	Onsite Activity		
Arrival Day		Arrival of participants		
Day 1		10:00 - Work session at IBN HALDUN UNIVERSITY Welcome and Orientation		
Day 2		10:00 - Work session at IBN HALDUN UNIVERSITY Evening: Group dinner		
Day 3		10:00 - Work session at IBN HALDUN UNIVERSITY		
Day 4		10:00 - Work session at IBN HALDUN UNIVERSITY		
Day 5		10:00 - Final presentations & peer review at IBN HALDUN UNIVERSITY		
Day 6		Istanbul Historical City Tour (TBA - Optional: Bosphorus Cruise, Sultanahmet, Hagia Sophia)		
Departure Day		Departures		

Assessment & Grading

Grading will be based on the following components:

- Active Participation: 30%
- Midterm Exam: 25%
- Final Project: 45%
 - Integrated Marketing Strategy: 25%
 - Presentation & Campaign Launch: 20%

Grading Components

Active Participation (30%) includes:

- Attendance and punctuality
- Contribution to in-class and online discussions
- Engagement in team-based and individual activities

Midterm Exam (25%) involves creating a strategic brand plan for a fictitious brand:

- Brand creation and identity
- Strategic brand management steps

Final Project (45%) includes:

- Integrated marketing strategy, with emphasis on digital and social media (25%)
- Group presentation and brand launch event during the onsite week (20%)

Grading System

Letter Grade	Coefficient	Description
A+	4.00	Successful
A	4.00	Successful
A-	3.70	Successful
B+	3.30	Successful
B	3.00	Successful
B-	2.70	Successful
C+	2.30	Successful
C	2.00	Successful
C-	1.70	Conditionally Successful
D+	1.30	Conditionally Successful
D	1.00	Conditionally Successful
F	0.00	Unsuccessful
IA	0.00	Unsuccessful (Attendance)

For further details on grading and academic policies, refer to:

<https://iber.ihu.edu.tr/documents>