

Chapter 6

Brand Management Process for the Online Education Programmes

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ABSTRACT

Nowadays, the concept of 'brand' is getting more important for organizations because of the developments on information communication technologies, the increase of the competition, and the changes of the consumer behaviors, needs, and wants. So the organizations strive to have a strong brand to differentiate from their competitors and to position themselves positively in the consumers' minds. Recently, the online education programmes which have strong competitors strive to differentiate from their competitors and to create awareness, preference, and loyalty with the brand images they have in their consumers' minds. They try to empower their positions in the market with the functions of brand by providing benefits for the consumers. Brands are created with strong communication processes and intensive communication activities in long terms.

The brand management process consists 5 steps which are: market analysis, brand situation analysis, targeted positioning, testing the new opportunities, and evaluation. In order to make a successful online education programme brand, all these steps must be carried out and the programme must be positioned positively in the consumers' minds. In order to create a successful brand of online education programme, the programme should follow the brand management stages for placing a positive meaning on the consumer mindset.

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Table 1. The Fundamentals of Brand Structure

Definition of Brand	Fundamentals
1. Legal instrument	Ownership sign. Name, Logo, design “Trademark”.
2. Logo	Name, term, sign, symbol, design, product characteristic
3. Company	Well-known company name and image. Culture, people, organization program, corporate identity definition.
4. Risk depresser	Subject to the trust to meet expectations.
5. Identity System	The stages build in complete concept away from a name.
6. Image	Consumer centered. The brand realization in the consumer mind
7. Value System	Consumer values area reflex of brand
8. Personality	Psychological value, brand personality which described by advertisement and package
9. Relation	Consumer has a policy towards to the brand. Brand has a policy towards to consumer just like a human.
10. Something which evolves	In the process of development

Source: “Defining A Brand: Beyond The Literature With Experts Interpretations” cited in Uztuğ, F. *Markan Kadar Konuş: Marka İletişim Stratejileri* [In English title, please], Mediacat, 2003.

INTRODUCTION

The brand concept has been evaluated in a two different ways which are consumer stage and company stage. A traditional definition of a brand was: “the name, associated with one or more items in the product line that is used to identify the source of character of the item” (Kotler, 2000: 396). According to the American Marketing Association (AMA), a brand is “a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Schroeder, et al, 2006: 804). Once the brand concept has been evaluated according to consumer stage, it has been seen that the brand “is a set of mental associations held by consumer which add to the perceived value or service” (Kapferer, 2004: 10).

In this context, the online education programs who wants to be strong brand in the market which

are in the heavy competition environment has to have a strong name, a logo, a symbol; with another words must have strong brand components to be in the market.

Brand concept definition has been identified in different ways and stages as declared before to find out following general definition and basics by considering the results of more than hindered studies which are in the brand literature to make all these different definitions for a single part and unique. In the following Table 1 shows that the basics of brand by betraying and taking lots of studies which are covering brand definitions. In these basic contexts, the necessity of taking trademark for the online education program brand could be mentioned. An online education program that has its own trademark could have also its intellectual property.

Thereby, it do not allow to usage of the elements like brand name, slogan etc. by the second parties except its own permission. It is an impor-

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