



Delightful Cappadocia 2027 Spring School Program

Brand Management, 1 Week 25 Lecture Hours
+ Online Component / Blended Mobility – 3 ECTS

Opportunity to discover one of the eight-fairytale destinations in the world! Pack your bag this Easter to discover this wonderland and learn all about 'Brand Management' at the same time.

Course: This course aims to equip students with a profound understanding of brand management, enabling them to navigate the complex and ever-changing world of branding with confidence and expertise. Through a blend of theoretical knowledge and practical applications, students will develop the ability to analyze, create, and strategically manage brands to drive business success. By exploring the core principles of branding, students will gain insights into the significance of brand equity, positioning, and differentiation. They will also delve into the intricacies of consumer behavior and perception, learning how to build and maintain strong brand relationships.

What is Included?

- 25-hour course + Online component with ECTS credits and course materials
- 7 Nights of Accommodation on a Full-board Basis
- Airport Transfers (within the mentioned time range)
- 1 Full-day Sightseeing Tour (Göreme Open Air Museum & Rose Valley Tour)
- Free museum entrances • Certificate of Participation and Transcript of Records
- Delightful Program Amenities (Bag, Hoodie, and Notebook)

27 March – 03 April 2027

Accommodation: **7 Nights at 5 Star Perissia Hotel** (Breakfast, lunch and dinner)

Fees: **1190 Euros (1090 Euros Early Bird Fee until Feb 01)**

Registration Deadline: **03 March 2027**



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