**«TASDIQLAYMAN»**

**Kafedra мudiri: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**«\_\_\_\_\_» \_\_\_\_\_\_\_\_\_\_\_\_\_ 2023 yil**

# FAN DASTURI BAJARILISHINING KALENDAR REJASI

**(ма’ruza, seminar, lаbоrатоriya, aмаliy маshg’ulotlar, kurs ishlari)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Fаkultet: Iqtisodiyot | | Yo’nalish Logistika | | Akadem guruh \_\_\_\_\_\_\_ | | | | Ma’ruza | | 30 |
| Fаnning nomi: “Brendni boshqarish” | | | | | | | | Amaliy mash. | | 30 |
| Ма’ruzachi: | | | kat.o’qituvchi F.S.Temirova | | | | | Laboratoriya | | - |
| Маslahat va amaliy mashg’ulotni olib boruvchi: | | | kat.o’qituvchi F.S.Temirova | | | | | Mustaqil ish | | 60 |
| Мustaqil mashg’ulotlarni olib boruvchi: | | | kat.o’qituvchi F.S.Temirova | | | | | kurs ishi | | - |
|  | | |  | | | | | **Jami** | | 120 |
| **№** | **Маvzuning nomi** | | | | **Аjratilgan soat** | **Bаjаrilganligi хаqida ма’lumot** | | | **O’qituvchi imzosi** | |
| **Оy va kun** | **Sоаtlar sоni** | |
| **1** | **3** | | | | **4** | **5** | **6** | | **7** | |
| Ma`ruza | | | | | | | | | | |
| 1 | “Brendni boshqarish” faniga kirish. Brend haqida tushuncha va brendlarni tasniflanishi | | | | 2 |  |  | |  | |
| 2 | Brendni boshqarishda marketing tadqiqotlari | | | | 2 |  |  | |  | |
| 3 | Brendni tayyorlov bosqichi | | | | 2 |  |  | |  | |
| 4 | Brendni loyihalashtirish bosqichlari. Brendning tarkibiy qismlari | | | | 2 |  |  | |  | |
| 5 | Brendni loyihalashtirish bosqichlari. Brendning tarkibiy qismlari | | | | 2 |  |  | |  | |
| 6 | Brendning huquqiy asoslari va Brend arxitekturasi | | | | 2 |  |  | |  | |
| 7 | Brendning huquqiy asoslari va Brend arxitekturasi | | | | 2 |  |  | |  | |
| 8 | Brendga moyillik va uni boshqarish | | | | 2 |  |  | |  | |
| 9 | Brendga moyillik va uni boshqarish | | | | 2 |  |  | |  | |
| **Oraliq nazorat** | | | | |  |  |  | |  | |
| 10 | Birlashtirilgan brending | | | | 2 |  |  | |  | |
| 11 | Birlashtirilgan brending | | | | 2 |  |  | |  | |
| 12 | Brend kapitali | | | | 2 |  |  | |  | |
| 13 | Brend kapitali | | | | 2 |  |  | |  | |
| 14 | Globallashuv sharoitida brendlarni siljitish va ularni boshqarish | | | | 2 |  |  | |  | |
| 15 | Globallashuv sharoitida brendlarni siljitish va ularni boshqarish | | | | 2 |  |  | |  | |
| **Yakuniy nazorat** | | | | | | | | | | |
|  | JAMI | | | | 30 |  |  | |  | |
| **Amaliy mashg`lot (seminar)** | | | | | | | | | | |
| 1 | “Brendni boshqarish” faniga kirish. Brend haqida tushuncha va brendlarni tasniflanishi | | | | 2 |  |  | |  | |
| 2 | Brendni boshqarishda marketing tadqiqotlari | | | | 2 |  |  | |  | |
| 3 | Brendni tayyorlov bosqichi | | | | 2 |  |  | |  | |
| 4 | Brendni loyihalashtirish bosqichlari. Brendning tarkibiy qismlari | | | | 2 |  |  | |  | |
| 5 | Brendni loyihalashtirish bosqichlari. Brendning tarkibiy qismlari | | | | 2 |  |  | |  | |
| 6 | Brendning huquqiy asoslari va Brend arxitekturasi | | | | 2 |  |  | |  | |
| 7 | Brendning huquqiy asoslari va Brend arxitekturasi | | | | 2 |  |  | |  | |
| 8 | Brendga moyillik va uni boshqarish | | | | 2 |  |  | |  | |
| 9 | Brendga moyillik va uni boshqarish | | | | 2 |  |  | |  | |
| **Oraliq nazorat** | | | | |  |  |  | |  | |
| 10 | Birlashtirilgan brending | | | | 2 |  |  | |  | |
| 11 | Birlashtirilgan brending | | | | 2 |  |  | |  | |
| 12 | Brend kapitali | | | | 2 |  |  | |  | |
| 13 | Brend kapitali | | | | 2 |  |  | |  | |
| 14 | Globallashuv sharoitida brendlarni siljitish va ularni boshqarish | | | | 2 |  |  | |  | |
| 15 | Globallashuv sharoitida brendlarni siljitish va ularni boshqarish | | | | 2 |  |  | |  | |
| **Yakuniy nazorat** | | | | | | | | | | |
|  | JAMI | | | | **30** |  |  | |  | |

**Yetakchi o’qituvchi: \_\_\_\_\_\_\_\_\_\_ kat.o’qituvchi F.S.Temirova**