Course Syllabus

Code - Course Title	**İLT313 - Communication Management**
Course Type	V. SEMESTER
Laboratory + Practice	0+3
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. ÇAĞLAR GENÇ

Mode of Delivery	Face-to-face and student group presentations
Prerequisites	Non
Courses Recomended	Non
Recommended Resources	Non
Work Placement	Non

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Theme Identification, and Team Formation	
Week - 2		Literature Review and Conceptual Framework	
Week - 3		Corporate Identity, Culture, and Brand Architecture	
Week - 4		Organizational Structure and Communication Architecture	
Week - 5		Strategic Communication Management Plan	
Week - 6		Stakeholder Analysis and Prioritization	
Week - 7		SWOT, PESTEL, and Competitive Analysis	
Week - 8		Target Audience and Market Segmentation; Budgeting	
Week - 9		Resource Allocation, and KPI Formulation	
Week - 10		Internal Communication Strategy: Planning	
Week - 11		Internal Communication: Implementation and Digital Tools	
Week - 12		External Communication: Integrated Marketing Communications (IMC) Planning	
Week - 13		External Communication: Digital Implementation	
Week - 14		Crisis Scenario Mapping, Metrics, and Final Reporting	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, students will be able to design a measurable Strategic Communication Plan using RACE/ROPE models.
2	Will be able to analyze a corporation's strategic market position using PESTEL and SWOT matrices.
3	Will be able to plan an Integrated Marketing Communications campaign for designated target audiences and market segments.
4	Will be able to examine the strategic alignment between corporate identity/culture and organizational communication structures.
5	Will be able to develop proactive and reactive Crisis Communication Scenarios against potential risk factors.
6	Will be able to report the performance of communication campaigns by measuring them against KPI and ROI metrics.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**