Course Syllabus

Code - Course Title	**İLT368 - Institutional Communication**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. ÇAĞLAR GENÇ

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic concepts and definitions	
Week - 2		Categorization of corporate communication	
Week - 3		Management communication, organizational communication, marketing communication	
Week - 4		Corporate communication tools, technics and strategies	
Week - 5		Corporate brand	
Week - 6		Corporate identity, corporate image and corporate design	
Week - 7		Corporate perception an reputation	
Week - 8		Corporate culture	
Week - 9		The adaptation of corporate culture and values to employees	
Week - 10		Media relations	
Week - 11		Shareholders communication	
Week - 12		Crisis communication	
Week - 13		Corporate social responsibility	
Week - 14		Case study	

Learning Outcomes

#	Learning Outcome
1	Be able to describe fundamental concepts of corporate communication
2	Be able to classify corporate communication

Learning Outcomes

#	Learning Outcome
3	Be able to explain the relationship between corporate communication, corporate brand and corporate identity components
4	Be able to implement crisis communication plan

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.