Course Syllabus

Code - Course Title	**EYT542 - Image Management and Communication in Schools**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ MURAT ÖZDEMİR

Mode of Delivery	face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	none
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept of image and organization identity	
Week - 2		The concept of image and organization identity	
Week - 3		The importance of concept of image in schools	
Week - 4		The importance of concept of image in schools	
Week - 5		SWOT Analysis in Image Management	
Week - 6		SWOT Analysis in Image Management	
Week - 7		Roles and Responsibilities of School Managers in Formation of School Image	
Week - 8		Mid-term exam	
Week - 9		The communication in Image Management	
Week - 10		The communication in Image Management	
Week - 11		The communication as a Management Process	
Week - 12		The communication as a Management Process	
Week - 13		School Culture and Image Management	
Week - 14		School Culture and Image Management	

Learning Outcomes

#	Learning Outcome
1	Explains the concept and components of the image
2	Discusses the importance of the concept of the image in schools
3	Performs the internal and external environmental analysis of schools in image management
4	Defines the roles of school administrators in the creation of the school image
5	Explains the importance of internal and externel school communication in image management
6	Explains the importance of the communication process and elements in education
7	Defines communication as a management process
8	Discusses the impact of school culture to communication and image management process

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.