Course Syllabus

Code - Course Title	**İŞL550 - Corporate Reputation Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MESUT KURULGAN

Mode of Delivery	Face to face
Prerequisites	There is no prerequisites and co-requisites
Courses Recomended	Recommended optional programme component is BUS-----
Recommended Resources	Kurumsal İtibar ve Paradigmalar (Editör:Nurhan ŞAKAR)BETA Yay.
Work Placement	There is no Work Placement.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Corporate Reputation and the basic concepts associated with the concept of corporate reputation,the importance and benefits of corporate reputation	
Week - 2		Approaches to Corporate Reputation	
Week - 3		Corporate Reputation and stakeholders	
Week - 4		Measurement of Corporate Reputation	
Week - 5		Corporate reputation management	
Week - 6		The role of corporate reputation in providing competitive advantage	
Week - 7		Competitive Approach and Corporate Reputation	
Week - 8		The role of public relations in the provision of corporate reputation	
Week - 9		As in crisis management	
Week - 10		Corporate reputation and social responsibility	
Week - 11		Corporate reputation and employees	
Week - 12		Corporate reputation and financial performance	

Learning Outcomes

#	Learning Outcome

Learning Outcomes

#	Learning Outcome
1	Corporate Reputation and be able to explain all about
2	Explain approaches for Corporate Reputation

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.