Course Syllabus

Code - Course Title	**İŞY553 - Corporate Communication Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HAKAN YILMAZ

Mode of Delivery	The mode of delivery of this course is distance learning.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	A reading list has been uploaded to the system
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Intro to class	
Week - 2		The importance of corporate communication	
Week - 3		The difference between corporate communication and public relations	
Week - 4		Corporate communication management approaches	
Week - 5		Corporate design and visual identity	
Week - 6		Corporate identity	
Week - 7		Corporate culture	
Week - 8		Case study	
Week - 9		Corporate image and reputation	
Week - 10		Corporate social responsibility	
Week - 11		Corporate branding	
Week - 12		Tools of corporate communication	
Week - 13		Corporate behavior	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of corporate communication management.
2	Interpret the relationship between corporate communication and related concepts.
3	Assess the corporate communication management applications.

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**