Course Syllabus

Code - Course Title	**İLT547 - Corporate Communication in Service Bussinesses**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NEVZAT BİLGE İSPİR

Mode of Delivery	online
Place of Delivery	Hybrid
Used Educational Platforms	Online
Prerequisites	there is no prerequisities
Courses Recomended	there is no recommented optional programme component
Recommended Resources	there is no recommended or required reading
Work Placement	no
Aims of the Course	he aim of this course is to provide students with a comprehensive understanding of the principles, strategies, and practices of corporate communication; to enable them to develop effective communication strategies for managing relationships with internal and external stakeholders, strengthening corporate reputation and image, and supporting organizational goals.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	the functions of logistic associations	Lecture, Discussion
Week - 2	**LO-2**	basic concepts of corporate communication	Lecture, Question & Answer, Discussion
Week - 3	**LO-2**	the relationship between corporate communication and other disciplines	Lecture, Question & Answer, Discussion
Week - 4	**LO-3**	corporate identity and corporate brand	Lecture, Question & Answer, Discussion
Week - 5	**LO-3**	corporate reputation and corporate image	Lecture, Question & Answer, Discussion
Week - 6	**LO-1**	corporate culture	Lecture, Question & Answer, Discussion
Week - 7	**LO-1**	evaluating the corporate culture of logistic firms	Lecture, Question & Answer, Discussion
Week - 8	**LO-3**	strategic management in corporate communication	Lecture, Question & Answer, Discussion

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9	LO-3	strategic management in logistic firms' corporate communication	Lecture, Question & Answer, Discussion
Week - 10	LO-4	public relations in corporate communication	Lecture, Discussion
Week - 11	LO-3	Advertising in corporate communication	Lecture, Question & Answer, Discussion
Week - 12	LO-4	Social Responsibility in corporate communication	Lecture, Question & Answer, Discussion
Week - 13	LO-4	sponsorship in corporate communication	Lecture, Question & Answer, Discussion

Learning Outcomes

#	Learning Outcome
1	able to list the characteristics of corporation
2	able to evaluate corporate communication management
3	be able to explain strategic management of corporate communication
4	be able to apply public relation activities in corporate communications

Sustainable Development Goals

✓ Quality Education ✓ Decent Work and Economic Growth ✓ Responsible Production and Consumption
✓ Peace, Justice and Strong Institutions

Course Theme

✓ Society, Law and Communication

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	11	33
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	4.00	8	32
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	10.00	4	40
Final Sınavı Hazırlığı (sınav süresi dahil)	10.00	4	40
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**6.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Multiple Choice Test