Course Syllabus

Code - Course Title	**RHİ539 - Communication Strategies in Sustainability and Social Innov.**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MESUDE CANAN ÖZTÜRK

Mode of Delivery	This course is delivered face to face.
Prerequisites	Bu dersin önkoşulu ya da eş koşulu bulunmamaktadır.
Courses Recomended	There is no recommended optional programme coponent for this course.
Recommended Resources	• Herrera, M. E. B. (2015) “Creating competitive advantage by institutionalizing corporate social innovation” Journal of Business Research 68. 1468–1474. • Osburg, T.& Schmidpeter, R.(Editors) (2013) Social Innovation Solutions for a Sustainable Future, Springer. • Parra, C. (2013) “Social sustainability: a competing concept to social innovation?” edited by Frank Moulaert, F., MacCallum, D., Mehmood, A. & Hamdouch, A. The International Handbook on Social Innovation, Collective Action, Social Learning and Transdisciplinary Research. Moulaert Print. • Olsson, P., M.-L. Moore, F. R. Westley, and D. D. P. McCarthy. 2017. The concept of the Anthropocene as a game-changer: a new context for social innovation and transformations to sustainability. Ecology and Society 22(2):31. • Francesco Bellini, Antonella Passani, Marina Klitsi & Wim Vanobberghen (Editors) (2016) Exploring ImpactsOf Collective Awareness Platforms For Sustainability And Social Innovation. Eurokleis Press – Roma Italia
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Sustainable Development and Its Development	
Week - 2		Evaluation of Sustainable Development Goals in the Scope of Communication	
Week - 3		Innovation in the Context of Sustainable Development	
Week - 4		Social Innovation for Corporate Sustainability	
Week - 5		CSR and Social Innovation Addiction	
Week - 6		The Importance of Marketing in Social Innovation	
Week - 7		Sustainable Development: Social Innovation at the Interface of Business, Society and Ecology	
Week - 8		Social Innovation Tools	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9		Social Innovation Applications	
Week - 10		Awareness Platforms for Sustainability and Social Innovation	
Week - 11		The Role of Communication in Social Innovation and Social Impact	
Week - 12		The Impact of Digital Communication on Social Innovation and Sustainability	
Week - 13		Social Innovation Case Studies	
Week - 14		Analysis of Social Innovation Case Studies	

Learning Outcomes

#	Learning Outcome
1	• Have a deep understanding of the sustainable development goals • Developing a basic understanding of approaches to sustainability thinking • Will be able to explain the potential social and economic benefits of sustainability and innovations. • Will be able to create a context about socio-cultural, ethical, economic and environmental contexts within the scope of communication. • Will be able to develop practice, research and awareness within the framework of social innovation and sustainability. • Will be able to question the interrelationships of social and environmental practices applied around the world. • Will be able to analyze social innovation and sustainable practices • Will be able to explain how sustainability can drive innovation

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.