Course Syllabus

Code - Course Title	**RHİ623 - Reputation Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVİL BAYÇU

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended courses for this course.
Recommended Resources	Doorley, J., Garcia, H. F. (2007). Reputation management: The key to successful public relations and corporate communication. New York, NY: Routledge.Fombrun C. J. (1998). Indices of Corporate Reputation: An Analysis of Media Rankings and Social Monitors' Ranking, Corporate Reputation Review, 1 (4), 327-340.Fombrun, C.J. and Van Riel, C.B.M. (2003). Fame and Fortune: How Successful Companies Build Winning Reputations. New Jersey, USA: Financial Times Prentice Hall.Kadıbeşegil, S. (2006). İtibar Yönetimi. Mediacat Yayınları, İstanbul.Kitchen J. P. and Laurence A. (2003). Corporate Reputation: Eight Country Analysis, Corporate Reputation Review 6 (2), 103-117

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the course	
Week - 2		Definition and the scope of the concept of reputation	
Week - 3		The relationship of corporate image, identity and reputation	
Week - 4		The relationship of corporate culture, behaviour and reputation	
Week - 5		The importance of corporate reputation in public relations	
Week - 6		Reputation components: Emotional attraction, products and services	
Week - 7		Reputation components: Financial performance	
Week - 8		Reputation components: Vision and leadership	
Week - 9		Reputation components: Work environment	
Week - 10		Reputation components: Social responsibility	
Week - 11		Measurement of reputation	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Case study analyses	
Week - 13		Case study analyses	
Week - 14		General review	

Learning Outcomes

#	Learning Outcome
1	Can discuss the definition and scope of the concept of reputation.
2	Can understand the importance of reputation for corporations.
3	Can analyse the components of corporate reputation.
4	Can evaluate measurement of 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.