Course Syllabus

Code - Course Title	**KİL510 - Designing Corporate Communications Tools**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. AYDIN ZİYA ÖZGÜR

Mode of Delivery	The mode of delivery of this course is online
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	Cornelissen, J. P. (2023). Corporate communication: A guide to theory and practice.Koçel, T. (2010). İşletme Yöneticiliği (12. Baskı), Beta Basım Yayım Dağıtım: İstanbul.Saruhan, Ş. C. ve Yıldız, M. L. (2009). Çağdaş Yönetim Bilimi, Beta Basım Yayım Dağıtım: İstanbul.Ülgen, H. ve Mirze, S. K. (2004). İşletmelerde Stratejik Yönetim (3. Baskı), Literatür Yayınları: İstanbul.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Corporate culture, corporate identity, corporate design and visual identity	
Week - 3		Process of corporate communication strategy development and stages	
Week - 4		Message strategies in corporate communication	
Week - 5		Practice field of corporate communication	
Week - 6		Communication vehicles in corporate communication	
Week - 7		Midterm	
Week - 8		Printed materials, newspapers and magazines	
Week - 9		Cinema, radio and TV in corporate communication	
Week - 10		Program design, scenario, audiovisual specifics	
Week - 11		Digital communication vehicles	
Week - 12		Social media	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Legal issues and ethics	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	To be able to discuss the concepts of corporate governance and institutionalization and the relations of these concepts
2	To be able to describe the differences between the shareholders and stakeholders approach
3	To be able to discuss the developments that make corporate governance stand out in the world

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.