Course Syllabus

Code - Course Title	**KİL517 - Reputation Management of Corporations**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ LÜTFİYE YAŞAR BİLİCİ

Mode of Delivery	Interactive Lecture
Place of Delivery	Online
Used Educational Platforms	Online
Prerequisites	None
Courses Recomended	None
Recommended Resources	Corporate Communication: A Guide to Theory and Practice 5th Edition
Work Placement	None
Aims of the Course	The aim of this course is to enable students to address corporate reputation as a problem of communication management. The course examines the relationship of reputation with corporate identity, corporate image and corporate brand within a theoretical framework. This relationship is made concrete through stakeholder communication, issue and crisis management, and social responsibility practices. Students are expected to evaluate the approaches used in measuring corporate reputation and to discuss these approaches through institutional cases.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	LO-1	Introduction	Lecture, Question & Answer, Discussion
Week - 2	LO-1	Systemic communication	Lecture, Question & Answer, Discussion
Week - 3	LO-1 LO-2	Corporate communication approach	Lecture, Question & Answer, Discussion
Week - 4	LO-2	Communication and reputation liaison	Lecture, Discussion, Case Study
Week - 5	LO-3	Creating identity	Lecture, Discussion, Case Study
Week - 6	LO-3 LO-4	Evaluaiton of the identity	Lecture, Discussion, Case Study
Week - 7	LO-3	Creating the corporate brand	Lecture, Discussion, Case Study

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 8	LO-2 LO-3	Communicating with the corporate brand	Lecture, Discussion, Case Study
Week - 9	LO-3	Developing the reputation platform	Lecture, Case Study, Brain Storming
Week - 10	LO-2	Communicating with the key stakeholders and reputation	Lecture, Discussion, Case Study
Week - 11	LO-2 LO-3	Issues, risk and crisis management	Lecture, Case Study, Problem Solving
Week - 12	LO-2	Social responsibility and reputation in the era of pandemics	Lecture, Discussion, Case Study
Week - 13	LO-4	Measuring the corporate reputation	Lecture, Discussion, Document/Text/Data Analysis
Week - 14	LO-4	Evaluation of the lecture, feedbacks and epilogue	Discussion, Critique/Critical Reading, Research and Inquiry

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

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

Course Theme

✓ Economics, Finance and Management ✓ Society, Law and Communication

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	14	42
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	3.00	14	42
Ödevler	8.00	3	24

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Proje - Rapor - Sunum Hazırlama	20.00	1	20
Ara Sınav Hazırlığı (sınav süresi dahil)	12.00	1	12
Final Sınavı Hazırlığı (sınav süresi dahil)	13.00	1	13
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

✓ Project ✓ Homework