Course Syllabus

Code - Course Title	**KİL519 - Internal Communication**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. SERDAR YILDIZ

Mode of Delivery	This course is conducted in the form of distance education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	-
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic concepts of internal communication	
Week - 2		The importance and objectives of internal communication	
Week - 3		The functions of internal communication	
Week - 4		Target audience and stakeholders in internal communication	
Week - 5		Communication with employees	
Week - 6		Corporate culture	
Week - 7		Corporate values, norms, symbols	
Week - 8		Corporate culture management	
Week - 9		Stories in internal communication	
Week - 10		Internal communication tools and media	
Week - 11		Corporate publications	
Week - 12		Corporate events	
Week - 13		Interviews, meetings, and correspondence	
Week - 14		Internal digital communication tools	

Learning Outcomes

#	Learning Outcome
1	Learns about the basic concepts of internal communication.
2	Understands the importance, objectives, and functions of internal communication.
3	Defines target audience and stakeholders in internal communication.
4	Learns about corporate culture and its management.
5	Explains the importance and functions of stories in internal communication.
6	Explains internal communication tools and media.

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.