Course Syllabus

Code - Course Title	**KİL511 - Corporate Communications Writing**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVİL BAYÇU

Mode of Delivery	This course is given in the form of distance education.
Prerequisites	There is no prerequisite for the course.
Courses Recomended	There is no recommended program for this course.
Recommended Resources	Bayçu, S. (2017). Strateji ve Uygulama Boyutuyla halkla İlişkiler Yazarlığı. Ankara: Nobel Yayınları.
Work Placement	No

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		From Public Relations to Corporate Communication	
Week - 2		Corporate Communication Writing	
Week - 3		Corporate Communication Author's Roles and Responsibilities	
Week - 4		News Concept and News Value in Corporate Communication	
Week - 5		Preparation for Writing and the Writing Process	
Week - 6		Media Relations in Traditional and Digital	
Week - 7		Persuasion in Corporate Communication Writing	
Week - 8		Writing for Traditional Media	
Week - 9		Writing for Social Media	
Week - 10		Writing for Corporate Communication Tools (Press Release, Interview, Corporate Newspaper, Corporate Magazine)	
Week - 11		Writing for Corporate Communication Tools (News Letter, Inserts, Speech Texts, Corporate Advertising)	
Week - 12		Writing for Corporate Communication Tools (Brochure, Poster, Booklet, Social Media Contents)	
Week - 13		Writing in Times of Crisis	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Analysis of Corporate Communication Tools	

Learning Outcomes

#	Learning Outcome
1	Question the competencies of the corporate communication writing profession.
2	Analyzes the written texts of corporate communication tools
3	Analyzes the difference between traditional and digital corporate communication tools.
4	Analyzes and recognizes the tools used for corporate communication.
5	Discusses the effect of persuasion in corporate communication writing.

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.