Course Syllabus

Code - Course Title	**TRZ629 - Corporate Communication in Tourism**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HAKAN YILMAZ

Mode of Delivery	The mode of delivery of this course is face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course
Recommended Resources	• Andreas Papatheodorou (Edt.) (2006), Corporate Rivalry and Market Power. Competition Issues in the Tourism Industry. London: I.B. Tauris & Co. Ltd• John J. Sheehan. (2003), Busıness and Corporate Avıatıon Management On-Demand Air Transportation, New York Mcgraw-Hill.• Avraham, E. ve Ketter, E. (2008). Media Strategies for Marketing Places in Crisis Improving the Image od Cities, Countries and Tourist Destinations. Oxford: Butterworth-Heinemann.
Work Placement	None

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The importance of corporate communication in tourism sector	
Week - 2		The difference between corporate communication and public relations	
Week - 3		Corporate communication management approaches	
Week - 4		Corporate identity in tourism business	
Week - 5		Corporate identity in tourism business	
Week - 6		Corporate culture in tourism business	
Week - 7		Case study	
Week - 8		Corporate image and reputation in tourism business	
Week - 9		Corporate social responsibility in tourism business	
Week - 10		Corporate branding in tourism business	
Week - 11		Tools of corporate communication	
Week - 12		Strategy of corporate communication	
Week - 13		Corporate behavior in tourism business	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Case study	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of corporate communication management.
2	Interpret the relationship between corporate communication and related concepts.
3	Assess the corporate communication management applications in tourism sector.
4	Compare the similarities and differences of corporate image, reputation and brand concepts by giving examples on tourism business.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**