## Course Syllabus

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| **Code - Course Title** | **HİT403U -** |
| **Course Type** | II. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | ASSIST. PROF. DR. DUYGU TOSUNAY GENCELLİ |

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| **Mode of Delivery** | Distance Education |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | None |
| **Recommended Resources** | Kadıbesegil, S., B. Kılınç., İtibar Yönetimi, Anadolu Üniversitesi Basımevi, 2016, Eskişehir. |
| **Work Placement** | None |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | What Is Reputation Management | |
| **Week - 2** | | What Is Reputation Management | |
| **Week - 3** | | Importance of Social Partners (Shareholders) | |
| **Week - 4** | | Importance of Social Partners (Shareholders) | |
| **Week - 5** | | Reputation Research | |
| **Week - 6** | | Reputation Research | |
| **Week - 7** | | Reputation Management Processes | |
| **Week - 8** | | Reputation Management Processes | |
| **Week - 9** | | Effects of Reputation Management on Bussiness Outputs | |
| **Week - 10** | | Corporate Brand Strategies and Reputation Management | |
| **Week - 11** | | New, Digital, Social Media | |
| **Week - 12** | | New, Digital, Social Media | |
| **Week - 13** | | Corporate Communication and Reputation | |
| **Week - 14** | | Corporate Communication and Reputation | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Define reputation management concept |
| 2 | Can list reputation management processes |
| 3 | Can read and understand reputation researches |
| 4 | Can discuss the effects of reputation management on business outcome |
| 5 | Can explain the relations between corporate communication and reputation management |

## 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.*