Course Syllabus

Code - Course Title	**HİT403U -**
Course Type	III. 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

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**