Course Syllabus

Code - Course Title	**İLT208U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Definition and categorization of identitiy and corporate identitiy	
Week - 2		Definition and categorization of identitiy and corporate identitiy	
Week - 3		Corporate identitiy and constitution of corporate identitiy	
Week - 4		Corporate identitiy and constitution of corporate identitiy	
Week - 5		Components of corporate identitiy	
Week - 6		Corporate identity and corporate reputation	
Week - 7		Mid-term	
Week - 8		Concepts of image and corporate image	
Week - 9		Concepts of image and corporate image	
Week - 10		The variety and functions of image	
Week - 11		The variety and functions of image	
Week - 12		Constitution of corporate image and target audience	
Week - 13		İmage strategy and policies	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Be able to describe the identity concept
2	Be able to interpret corporate identity concept
3	Be able to explain the historical development of corporate identity
4	Be able to explain the dimensions of corporate identity

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**