Course Syllabus

Code - Course Title	**İLT203U - Yok**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. EMRAH GÜLMEZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		-	
Week - 2		-	
Week - 3		-	
Week - 4		-	
Week - 5		-	
Week - 6		-	
Week - 7		-	
Week - 8		-	
Week - 9		-	
Week - 10		-	
Week - 11		-	
Week - 12		-	
Week - 13		-	
Week - 14		-	

Learning Outcomes

#	Learning Outcome
1	Explains corporate communication concepts and theories.

Learning Outcomes

#	Learning Outcome
2	Explains strategic management in corporate communication.
3	Defines corporate culture, corporate identity and visual culture.
4	Explains corporate reputation, corporate image and brand management.
5	Explains corporate communication and social media, corporate social responsibility and public relations.

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**