## Course Syllabus

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| **Code - Course Title** | **İLT208U -** |
| **Course Type** | VIII. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | PROF. DR. ATILIM ONAY |

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| **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** |