Course Syllabus

Code - Course Title	**HİT206U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. EMRAH GÜLMEZ, PROF. DR. AYDIN ZİYA ÖZGÜR, PROF. DR. FERRUH UZTUĞ

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		The Concept of Corporate Social Responsibility	
Week - 2		Development of Corporate Social Responsibility	
Week - 3		Concepts Related to Corporate Social Responsibility	
Week - 4		Corporate Social Responsibility Areas	
Week - 5		Stakeholder Approach to Corporate Social Responsibility	
Week - 6		Strategic Approaches in Corporate Social Responsibility	
Week - 7		Midterm Exam	
Week - 8		Social Responsibility Practices in Marketing	
Week - 9		Social Responsibility and Business Ethics in Marketing	
Week - 10		Social Responsibility and Reputation Management in Marketing	
Week - 11		Corporate Social Responsibility in the Process of Globalization	
Week - 12		Characteristics of Corporate Social Responsibility Projects	
Week - 13		Media Relations in Corporate Social Responsibility Campaigns	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, the student will be able to explain what the concept of corporate social responsibility is and with which concepts it is related.
2	At the end of the course, the student will be able to explain what corporate social responsibility areas are.
3	At the end of the course, the student will be able to explain how corporate social responsibility strategies are handled.
4	At the end of the course, the student will be able to explain how corporate social responsibility and marketing practices are handled together.
5	At the end of this course, the student will be able to explain what global approaches are in corporate social responsibility.
6	121 / 5.000 Çeviri sonuçları At the end of this course, the student will be able to explain the characteristics of corporate social responsibility projects.

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**