Course Syllabus

Code - Course Title	**İLT567 - Digital Brand Communication an Reputation Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. ÇAĞLAR GENÇ

Mode of Delivery	Face-to-face instruction and student presentations
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	Non
Courses Recomended	Non
Recommended Resources	Non
Work Placement	Non
Aims of the Course	To design a coherent digital brand communication plan that integrates platform-specific strategies and reputation management principles within the theoretical foundations of digital brand communication and corporate reputation management.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Brand Communication: Conceptual Framework from Traditional to Digital	
Week - 2		Corporate Reputation: Definitions, Models and Measurement Approaches	
Week - 3		Digital Identity and Brand Personality: Theoretical Perspectives	
Week - 4		Stakeholder Theory and Stakeholder Communication in Digital Environments	
Week - 5		Social Media and Branding: Platform-Specific Strategies	
Week - 6		Native Advertising and Content Marketing: Boundaries and Ethics	
Week - 7		Ad Avoidance: Consumer Resistance in the Digital Age	
Week - 8		Online Reputation Management: Tools, Techniques and Case Studies	
Week - 9		Influencer Communication and Brand Partnerships	
Week - 10		User-Generated Content (UGC) and the Limits of Brand Control	
Week - 11		Algorithms and Brand Visibility: From Organic to Paid	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Artificial Intelligence and the Future of Brand Communication	
Week - 13		Reputation Crisis and Post-Crisis Recovery in Digital Environments	
Week - 14		General Evaluation and Student Presentations	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the theoretical foundations of digital brand communication and corporate reputation management.
2	Will be able to analyze digital brand communication practices, including native advertising, influencer partnerships, and user-generated content.
3	Will be able to evaluate online reputation management strategies and post-crisis recovery processes.
4	Will be able to develop an original digital brand communication strategy grounded in current theoretical and practical knowledge

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	40
Final Exam	1	60
	Sum (%)	**100**