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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Corporate communications** | |  | 3 | 2+0 | 2 | 2 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | In this course, it is aimed for students to comprehend the strategic role of corporate communication in businesses, the areas of expertise of corporate communication and the theoretical infrastructure of corporate communication. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Defines corporate communication. 2. Recognizes the techniques and tools used in corporate communication. 3. Understands the relationship between corporate culture and corporate identity. 4. Understands the importance of corporate communication in public relations. | | | | | | | Course Content | This course covers the creation of an effective corporate communication system, the relationship between successful communication strategies used by reputable companies in the world and in Turkey and their business goals, the issues that corporate brands should know about reputation management in order to be one step ahead of the competition, the interactive communication of future managers with their stakeholders and the leader in their field. It covers the analysis of successful corporate communications of organizations. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Corporate communication concepts and theories | | | | | | | 2 | Enterprise communication network models | | | | | | | 3 | Strategic management in corporate communication | | | | | | | 4 | Corporate culture and identity | | | | | | | 5 | Corporate design and visual identity | | | | | | | 6 | Corporate reputation management | | | | | | | 7 | Corporate image, brand and advertising management | | | | | | | 8 | corporate brand | | | | | | | 9 | Corporate communication and social media | | | | | | | 10 | Strategic management in corporate communication | | | | | | | 11th | Online corporate communication | | | | | | | 12 | Corporate social responsibility and public relations | | | | | | | 13 | Corporate social responsibility models | | | | | | | 14 | Application examples | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Solmaz, B. (2017). *Corporate Communication,* Anadolu University Press. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 4 | | 4 | 3 | | - | 2 | | - | - | | one | 2 | | 2 | | **LO2** | 4 | | 4 | 3 | | - | 2 | | - | - | | one | 2 | | 2 | | **LO3** | 4 | | 4 | 3 | | - | 2 | | - | - | | one | 2 | | 2 | | **LO4** | 4 | | 4 | 3 | | - | 2 | | - | - | | one | 2 | | 2 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Corporate communications | 4 | 4 | 3 | - | 2 | - | - | one | 2 | 2 | |