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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Reputation management** |  | 3 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Field elective |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | In this course, it is aimed to learn how to gain reputation, which will deal with its different dimensions, which is a very important value for individuals, institutions, societies and countries. |
| Course Learning Outcomes | At the end of this course, the student;1. Understands the concepts of dignity and value,
2. Learns the relationship between culture, institution and behavior patterns,
3. Understands the relationship between loyalty, reputation and trust,
4. Establishes the relationship between effective crisis management and corporate reputation.
 |
| Course Content | This course; The concept of reputation includes topics such as corporate culture, the importance of corporate image, corporate social responsibility, crisis communication, reputation and problem management, reputation management and ethical values. |
| **Weeks** | **Topics** |
| one | The concept of reputation and its definitions |
| 2 | Establishment of corporate reputation |
| 3 | Managing corporate reputation and public relations |
| 4 | corporate culture |
| 5 | corporate image |
| 6 | Corporate communications |
| 7 | corporate social responsibility |
| 8 | Issues in reputation management |
| 9 | crisis management strategies |
| 10 | crisis communication |
| 11th | Reputation and perception management |
| 12 | Reputation and problem management |
| 13 | Reputation management and sponsorship practices |
| 14 | Reputation management and ethical values |

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| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |
| Özkan, A. (2017) *Reputation Management,* Istanbul University Press. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **LO1** | 3 | 3 | 3 | - | 2 | one | - | 2 | 2 | 2 |
| **LO2** | 3 | 3 | 3 | - | 2 | one | - | 2 | 2 | 2 |
| **LO3** | 3 | 3 | 3 | - | 2 | one | - | 2 | 2 | 2 |
| **LO4** | 3 | 3 | 3 | - | 2 | one | - | 2 | 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** |
| Reputation management | 3 | 3 | 3 | - | 2 | one | - | 2 | 2 | 2 |

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