

Course Description						
Name	Code	Semester	T+A Hour	Credit	ECTS	
SOCIAL RESPONSIBILITY CAMPAIGNS		YMİ4210594	Spring Semester	2+1	2,5	5
Prerequisites Courses						
Recommended Elective Courses						
Language of Instruction						
Turkish						
Course Level						
First Cycle (Bachelor's Degree)						
Course Type						
Elective						
Course Coordinator						
Assist.Prof. Şifa ELCİL						
Name of Lecturer(s)						
Assist.Prof. Şifa ELCİL						
Assistant(s)						
Dr. Şifa Elcil						
Aim						
The aim of the course; to create social responsibility awareness, to develop a social responsibility project and to carry out a project with team work.Attendance to 70% of the course is compulsory.						
Course Content						
This course contains; Introduction to Social Responsibility,The History of CSR,The Role of Business in Society ,The Stakeholder Theory,The Stakeholder Mapping and Managing,Corporate Social Responsibility Management,Creating a CSR Project,Integrating CSR in Companies,Measuring CSR Performance,CSR as Innovation,The Sustainability & Value Production,Social Responsibility Towards Consumers,Sponsorship Management,Course Wrap-Up.						
Course Learning Outcomes			Teaching Methods	Assessment Methods		
At the end of this course, the student; 1. Understands the importance of social responsibility in public relations. 2. Explains the components of social responsibility. 3. Internalizes the importance of preparing and managing social responsibility campaigns. 4. Understands the importance of social benefit in social responsibility. 5. Experience the relationship between strategic corporate communication management and social responsibility.			10, 13, 16, 19, 4	A, F		
Teaching Methods		10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning				
Assessment Methods		A: Traditional Written Exam, F: Project Task				
Lecture Schedule						
Sequence	Topics	Preliminary Preparation				
1	Introduction to Social Responsibility	Lecture notes				
2	The History of CSR	Lecture notes				
3	The Role of Business in Society	Lecture notes				
4	The Stakeholder Theory	Lecture notes				
5	The Stakeholder Mapping and Managing	Lecture notes				
6	Corporate Social Responsibility Management	Lecture notes				
7	Creating a CSR Project	Lecture notes				
8	Integrating CSR in Companies	Lecture notes, homework				
9	Measuring CSR Performance	Lecture notes, homework				
10	CSR as Innovation	Lecture notes, homework				
11	The Sustainability & Value Production	Lecture notes, homework				
12	Social Responsibility Towards Consumers	Lecture notes, homework				
13	Sponsorship Management	Lecture notes, homework				
14	Course Wrap-Up	Lecture notes				
Evaluation Methods		Weight(%)				
Midterm Exam		40				
General Exam		60				

Resources
Philip Kotler, Nancy Lee, Kurumsal Sosyal Sorumluluk, Mediacat Kitapları, 2006 Ceyda Aydede, Yükselen Trend Kurumsal Sosyal Sorumluluk, Mediacat Kitapları, 2007 Ebru Özgen, Kurumsal Sosyal Sorumluluk Projeleri, Mavi Ağaç Yayınları, 2006