

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**CORPORATE IDENTITY**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CORPORATE IDENTITY	PR321.0528	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Yeşim ESGİN				
<b>Name of Lecturer(s)</b>	Lect.Dr. Koktay Irmak KÖSEOĞLU				
<b>Assistant(s)</b>	Irmak Köseoğlu,Phd				
<b>Aim</b>	The aim of this course is to provide the student with a detailed knowledge of corporate communication and corporate identity. This course is designed to introduce corporate identity, corporate image, and corporate communication.				
<b>Course Content</b>	This course contains; Introduction and Course Overview ,Corporate Communication I,Corporate Communication II,Corporate and Organizational Identity Structure,Corporate Identity, Image, Branding And Reputation,Corporate Brand And Organizational Identity,Creating New Identity,Midterm,Corporate Culture ,Corporate Identity Case Study ,Corporate Citizenship And Social Responsibility ,Corporate Communication And Crisis,Student Presentations ,Student Presentations .				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
In this course students will able to learn,Define what corporate identity is.Understand the following concepts: corporate culture, corporate strategy, corporate communications. Understand corporate image			10, 13, 16, 19, 37	A, F, G	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction				
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task, G: Quiz				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction and Course Overview				
2	Corporate Communication I				
3	Corporate Communication II				
4	Corporate and Organizational Identity Structure				
5	Corporate Identity, Image, Branding And Reputation				
6	Corporate Brand And Organizational Identity				
7	Creating New Identity				
8	Midterm				
9	Corporate Culture				
10	Corporate Identity Case Study				
11	Corporate Citizenship And Social Responsibility				
12	Corporate Communication And Crisis				
13	Student Presentations				
14	Student Presentations				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
1.	Corporate Communication (A Guide To Theory & Practice), Joep Cornelissen
2.	Corporate And Organizational Identities, Edited By Bertrand Moingeon And Guillaume Soenen
3.	Corporate Communications For Executives, Michael B. Goodman.