

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE IMAGE and REPUTATION MANAGEMENT	HİT1232870	Spring Semester	2+0	2	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Lect. Sonia LOTFI				
<b>Name of Lecturer(s)</b>	Lect. Hüseyin MANDACI				
<b>Assistant(s)</b>					
<b>Aim</b>	Reputation management is for a corporation to associate their products, increasing shareholder support, improving business performance and aims with the reputation of the corporation. In this respect, public relations philosophy will be assimilated with in the course and components/establishment of image, identity, corporate personality and corporate reputation, interaction with reputation and business performance, stages of reputation management will be taught.				
<b>Course Content</b>	This course contains; From corporate image concept to corporate reputation, conceptual frame, Globalisation and its reflections on corporate structuring, Corporate image components, Contributions of corporate identity creation to corporate image, Brand management and corporate image, Creation of corporate image, Components of corporate reputation and corporate value of reputation, Creation of corporate reputation, Reflections of reputation management on corporate communications, Leadership and reputation management, Relation of social responsibility with reputation, Management of corporate reputation – sample projects, Management of corporate reputation – sample projects, Course repeat.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Can express corporate importance of corporate image.			1	A	
Will be able to identify basic concepts about corporate image.			1, 17	A	
Adopts the contribution of corporation identity creation to forming of corporate image.			1, 17	A	
Can identify basic concepts about reputation management and reputation components.			1, 18	A	
Comprehends brand management and corporate image relation.			1	A	
Interprets contribution of image and reputation management to the field.			1, 17	A	
Comprehends theoretic, industrial and social value of reputation management.			1, 10, 2	A	
Can express the management of image and reputation to occupational ethics with a professional view.			1, 15	A	
<b>Teaching Methods</b>	1: Lecture, 10: Brainstorming, 15: Problem solving, 17: Reflective Thinking, 18: Case Study, 2: Question - Answer				
<b>Assessment Methods</b>	A: Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	From corporate image concept to corporate reputation, conceptual frame				
2	Globalisation and its reflections on corporate structuring				
3	Corporate image components				
4	Contributions of corporate identity creation to corporate image				
5	Brand management and corporate image				
6	Creation of corporate image				
7	Components of corporate reputation and corporate value of reputation				
8	Creation of corporate reputation				
9	Reflections of reputation management on corporate communications				
10	Leadership and reputation management				
11	Relation of social responsibility with reputation				
12	Management of corporate reputation – sample projects				
13	Management of corporate reputation – sample projects				
14	Course repeat				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
Course notes and relevant sources. Salim Kadıbeğenil; Kurumsal İtibar Yönetimi, İstanbul: Mediacat Yayınları, 2004. Ebru Güzelcik; Küreselleşme ve İşletmelerde Değişen Kurum İmajı, İstanbul: Sistem Yayıncılık, 1999.	