

Vocational School of Social Sciences / Public Relations and Advertising

2022 - 2023 Academic Year

CORPORATE SOCIAL RESPONSIBILITY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE SOCIAL RESPONSIBILITY	HIT2277530	Spring Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect. Burçak HIRKA				
Assistant(s)					
Aim	Social responsibility is a communication strategy that must be positioned correctly for organizations. In fact, the most important factors that should be taken into consideration in the implementation of corporate reputation management are employee, corporate identity, vision, ethical values and of course corporate social responsibility. Within the scope of this course, these concepts will be examined in practice.				
Course Content	This course contains; Emergence and development of corporate social responsibility, Corporate social responsibility pyramid and corporate social initiatives, Corporate Social Marketing, Corporate Social Responsibility Strategies, Corporate Social Responsibility Projects and Sectoral Analysis, Projects and Sectoral Analysis Corporate Communication, Agenda Management, Crisis Management, Public Relations Project Design - Research, Public Relations Project Planning - Planning, Public Relations Projecting Process - Action, Public Relations Project Design - Measurement and Evaluation, Project Presentations, Project Presentations, Project Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1-Knows the concept of corporate social responsibility,			1, 10, 2	A	
2-Explain the concept of corporate social responsibility and its development.			1, 2, 3	A	
3-Lists the corporate social responsibility approaches and models,			1, 10, 2	A	
4-Explain the areas of responsibility within and outside the organization.			1, 10, 2	A	
5-Explain which strategies can be applied in the area of corporate social responsibility.			1, 10, 2	A	
6-Explains how corporate social responsibility is handled in marketing.			1, 10, 2	A	
7-Will be able to explain how corporate social responsibility projects are carried out and how to handle them globally.			1, 10, 2	A	
Teaching Methods	1: Lecture, 10: Brainstorming, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Emergence and development of corporate social responsibility				
2	Corporate social responsibility pyramid and corporate social initiatives				
3	Corporate Social Marketing				
4	Corporate Social Responsibility Strategies				
5	Corporate Social Responsibility Projects and Sectoral Analysis				
6	Projects and Sectoral Analysis Corporate Communication				
7	Agenda Management, Crisis Management				
8	Public Relations Project Design - Research				
9	Public Relations Project Planning - Planning				
10	Public Relations Projecting Process - Action				
11	Public Relations Project Design - Measurement and Evaluation				
12	Project Presentations				
13	Project Presentations				
14	Project Presentations				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
Ebru Ural, Strategic Public Relations, Birsen Publications, Istanbul, 2005.	
Philip Kotler, Nancy Lee, Corporate Social Responsibility, Media Cat Publications, 2006.	
İsmet Ay, Business Ethics and Social Responsibility, Ankara, Nobel Kitabevi, 2003.	
Corporate Social Responsibility, Media Cat Publications, 2007.	
Hamish Pringle, Marjorie Thompson, Brand Spirit: Creating Brands with Social Responsibility Campaigns, Scala Publishing, 1999.	
Gül Coşkun, Corporate Marketing and Social Responsibility, Nobel Publications, 2009. Course slides, recommended auxiliary resources, Lecturer notes	