

**Vocational School of Social Sciences / Public Relations and Advertising**

**2022 - 2023 Academic Year**

**CORPORATE COMMUNICATION**

**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 COMMUNICATION		HIT1227590	Spring Semester	3+0	3
<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. İlker Fatih KUŞÇU				
<b>Assistant(s)</b>					
<b>Aim</b>	Corporate communications involve relationships with stakeholders such as employees, customers, shareholders and the media. This derste aims to inform the students about the different purposes and how the institutions will manage communication activities for different stakeholders.				
<b>Course Content</b>	This course contains; Corporate communication concept and communication approach of institutions ,Classification of Corporate Communications - Functions, Items, Targets ,Corporate Communication Channels and Communication Network,Factors Blocking Corporate Communications,Strategic Management and Planning in Corporate Communication,Strategic Management and Planning in Corporate Communication II,Media Relations in Corporate Communications,Information Communication Technologies and Corporate Communications,Corporate Contact Online Crises,Online Crisis Management,Concept of Internal Communication in Institutions and Written Communication,Corporate Communication and Ethics,Whistleblowing,General evaluation - Review before the final.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
5.Communication can know and use information technologies that will help,			1, 2	A	
1. Can work in institutional communication departments of institutionalized enterprises,			1, 12, 18, 2	A, D	
2. Can recognize and use corporate communication tools.			1	A	
3. Can produce and apply corporate communication strategies.			1, 12, 16	A, C, D	
4. They can communicate with the media,			1, 17	D	
6. Can manage the crisis.			1, 15, 16	A, C	
<b>Teaching Methods</b>	1: Lecture, 12: Case study, 15: Problem solving, 16: Project Based Learning, 17: Reflective Thinking, 18: Case Study, 2: Question - Answer				
<b>Assessment Methods</b>	A: Written Exam, C: Homework, D: Project / Design				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Corporate communication concept and communication approach of institutions				
2	Classification of Corporate Communications - Functions, Items, Targets				
3	Corporate Communication Channels and Communication Network				
4	Factors Blocking Corporate Communications				
5	Strategic Management and Planning in Corporate Communication				
6	Strategic Management and Planning in Corporate Communication II				
7	Media Relations in Corporate Communications				
8	Information Communication Technologies and Corporate Communications				
9	Corporate Contact Online Crises				
10	Online Crisis Management				
11	Concept of Internal Communication in Institutions and Written Communication				
12	Corporate Communication and Ethics				
13	Whistleblowing				
14	General evaluation - Review before the final				
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
Midterm Exam			40		
General Exam			60		

<b>Resources</b>
Course slides, approved auxiliary resourcesTeoriden Practiced Corporate Communication - Beril Akıncı Vural - Mikail Bat / Communication Publications Bayram Kaya; Integrated Corporate Communications, Political Bookstore. Basak Solmaz, Corporate Communications Management, Tablet Bookstore. Rügeyda Akyürek, Corporate Communication Management, Anadolu University Publishing. Ebru Uzunoğlu et al., Corporate Communications in the Internet Age, Say Publications. Zeyyat Sabuncuoğlu, Murat Gümüş, Communication in Organizations, Arkan Publications.