

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

CORPORATE IDENTITY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE IDENTITY	HR3273840	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Merve YAZIÇI				
Name of Lecturer(s)	Assist.Prof. Merve YAZIÇI				
Assistant(s)					
Aim	The aim of the course; To comprehend the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and to gain the ability to apply them.				
Course Content	This course contains; Corporate Identity and Historical Development,Corporate Identity Strategic,Corporate Communication,Corporate Culture,Corporate Image and Reputation,Corporate Advertising,Corporate communication,Mid-term Exam,Corporate Social Responsibilities,Relationships with Media,Written Communication in Corporations,Crisis management,Brand Archetypes,General Review.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explain the structures of corporate identity.			16, 9	A, E, F	
2. Define the elements of corporate identity.			10, 16, 9	A, E	
3. Explain the types of images			10, 16, 9	A, E	
4. Knows the factors that are effective in the formation of corporate image.			10, 16, 9	A, E	
5. Explain the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and analyze the relationship between them.			10, 16, 9	A, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Corporate Identity and Historical Development	Reading lecture notes			
2	Corporate Identity Strategic	Reading lecture notes			
3	Corporate Communication	Reading lecture notes			
4	Corporate Culture	Reading lecture notes			
5	Corporate Image and Reputation	Reading lecture notes			
6	Corporate Advertising	Reading lecture notes			
7	Corporate communication	Reading lecture notes			
8	Mid-term Exam				
9	Corporate Social Responsibilities	Reading lecture notes/ Case study			
10	Relationships with Media	Reading lecture notes			
11	Written Communication in Corporations	Reading lecture notes			
12	Crisis management	Reading lecture notes			
13	Brand Archetypes	Reading lecture notes			
14	General Review				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
A. Okay. (2012). Kurum Kimliği, Derin Yayınları. Millman, D. (2011). Marka Kültürü. Mediacat Kitapları: İstanbul. Akıncı-Vural, Z.B. ve Bat, M. (2013). Teoriden Pratiğe Kurumsal İletişim, İletişim Yayınları: İstanbul. Kadıbeşegil, S. (2015). İtibar Yönetimi, 8. bsk., Mediacat Kitapları: İstanbul.					