

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

CORPORATE COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE COMMUNICATION	HR4110486	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Şifa ELCİL				
Name of Lecturer(s)	Assoc.Prof. Korhan MAVNACIOĞLU				
Assistant(s)	Dr. Şifa Elcil				
Aim	The aim of the course; to teach the functioning of the corporate communication process in public relations, corporate communication activities and the formation of strategic corporate communication management.Attendance to 70% of the course is compulsory.				
Course Content	This course contains; Conceptual framework,Institutional importance of corporate communication,Corporate communication process,Corporate communication process,Target audience in corporate communication,Strategic management in corporate communication,Strategic management in corporate communication 2,Corporate image and its contribution to corporate communication,Contribution to corporate reputation and corporate communication,Social responsibility and contribution to corporate communication,Strategic management approach,Examples of public relations practices,Repeating the course.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Understands corporate communication management.			9	A	
Determines the importance of image and reputation management in corporate communication management.			9	A	
Understands the value of crisis communication in the corporate communication process.			6, 9	A	
Evaluates the corporate communication management theoretically and practically.			6	A	
With case analysis and current events; internalizes corporate communication management concepts.			6, 9	A	
Teaching Methods	6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Conceptual framework	Lecture notes			
2	Institutional importance of corporate communication	Lecture notes			
3	Corporate communication process	Lecture notes			
4	Corporate communication process	Lecture notes			
5	Target audience in corporate communication	Lecture notes			
6	Strategic management in corporate communication	Lecture notes			
7	Strategic management in corporate communication 2	Lecture notes			
8	Corporate image and its contribution to corporate communication	Lecture notes, homework			
9	Contribution to corporate reputation and corporate communication	Lecture notes, homework			
10	Social responsibility and contribution to corporate communication	Lecture notes, homework			
11	Strategic management approach	Lecture notes, homework			
13	Examples of public relations practices	Lecture notes, homework			
14	Repeating the course	Lecture notes, homework			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
1- F. B. Peltekoğlu, Halkla İlişkiler Nedir?, İstanbul: Beta Yayınevi, 2009.					
2- A. B. Göksel, Stratejik Halkla İlişkiler Yönetimi, Nobel Yayıncılık, Eylül, 2010.					
3- S. Kadıbeşegil, Şimdi Stratejik İletişim Zamanı, Mediacat, Şubat, 2009.					