

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

CORPORATE COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE COMMUNICATION	PR4114902	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)					
Aim	To associate the basic concepts of Corporate Communication with corporate reputationTo understand the narration technique and to spread its necessity in order to adopt the prevalenceTo have equipment and equipment options to provide you with access while providing effective and appropriate solutions to the possibilities of corporate communication specialists.Establishing the strategy/institution/organization dissemination of the integrated whole of Corporate Communications with other areas and combining it with the development of management skillsDeveloping a Corporate Communication Strategy and gaining skills				
Course Content	This course contains; Corporate Communication: Concepts and Theories,Corporate Communication and its Interaction With Other Areas,Corporate Communication Tools and Techniques,Management of Corporate Image,From Corporate Image to Corporate Brand,Corporate Desing and Visual Identity,Corporate Reputation,Corporate communication and social media,Corporate social responsibility and public relations,Corporate culture and identity,Case Presentation,Case Presentation,Case Presentation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Evaluates institutions and organizations in terms of corporate communication,			10, 13, 16, 4, 6, 9	A, F	
Designs and implements a corporate communication plan for the institution and organization,			10, 16, 4, 9	A	
Conducts corporate communication activities,			10, 16, 4, 9	A, E	
Analyzes the corporate communication activities of institutions and organizations.			10, 13, 14, 16, 9	A	
Develops Corporate Communications strategy.			10, 16, 4, 9	A, E	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Corporate Communication: Concepts and Theories	Read the relevant lecture notes			
2	Corporate Communication and its Interaction With Other Areas	Read the relevant lecture notes.			
3	Corporate Communication Tools and Techniques	Read the relevant lecture notes.			
4	Management of Corporate Image	Read the relevant lecture notes			
5	From Corporate Image to Corporate Brand	Read the relevant lecture notes			
6	Corporate Desing and Visual Identity	Read the relevant lecture notes			
7	Corporate Reputation	Conducting preliminary research on corporate reputation			
8	Corporate communication and social media	Preparing the case presentation of the course			
9	Corporate social responsibility and public relations	Preparing the case presentation of the course			
10	Corporate culture and identity	Preparing the case presentation of the course			
11	Case Presentation	Preparing the case presentation of the course			
12	Case Presentation	Preparing the case presentation of the course			
13	Case Presentation	Preparing the case presentation of the course			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
-Akyürek, Rüveyde . Kurumsal İletişim Yönetimi, Anadolu Üniv. Yay., 2005 -Kaya, Bayram. Bütünleşik Kurumsal İletişim, Siyasal Kitabevi, 2003 -Peltekoğlu, Filiz Balta. Halkla İlişkiler Nedir?, Beta Basım Yayım, 2009. -Okay, Ayla . Kurum Kimliği, MediaCat Kitapları, 2005.course notes and articles