Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 621	Corporate Communication and	1	2	0	0	2	4
	Reputation Management						

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Corporate communication is any form of communication used by the organization. The objective of this course is to clarify the objectives of organizational communication, to learn the methods and the use of instruments of communication in organizations

Content

Week 1:

Introduction, definitions.

Week 2:

Management theories

Week 3:

Organizational communication tools and techniques

Week 4:

Functions of organizational communication

Week 5:

Corporate Identity and corporate image.

Week 6:

Corporate culture

Week 7:

Midterm exam

Week 8:

Corporate reputation

Week 9:

Reputation Management and Protection of Corporate Reputation

Week 10:

Leadership and communication

Week 11:

Obstacles in organizational communication

Week 12:

Presentations and case study

Week 13:

Presentations and case study

Week 14:

Presentations and case study

References

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Cees B.M. van Riel and Charles Fombrun. Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge, 2007.

Peter Steidl and Garry Emery, Corporate Image and Identity Strategies Designing the Corporate Future.

Business & Professional Publishing, 1999.

John M.T. Balmer and Stephan A.Greyser, Revealing the Corporation: Perspectives on Identity, Image,

Reputation, Corporate Branding. Routledge.

John Doorley and Helio Fred Garcia. Reputation Management, Routledge, 2007

Naomi Langford and Woodand Brian Salter, Critical Corporate Communications: a Best Practice Blueprint. John Wiley & Sons, 2003

James Horton, Integrating Corporate Communication, Quorum Books, 1995

Pekka Aula, Strategic Reputation Management: Towards Company of Good. Routledge, 2008.

Theory Topics

Week	Weekly Contents
1	Introduction, definitions.
2	Management theories
3	Organizational communication tools and techniques
4	Functions of organizational communication
5	Corporate Identity and corporate image.
6	Corporate culture
7	Midterm exam
8	Corporate reputation
9	Reputation Management and Protection of Corporate Reputation
10	Leadership and communication
11	Obstacles in organizational communication
12	Presentations and case study
13	Presentations and case study
14	Presentations and case study