

Content	<p>Week 1: Introduction, definitions.</p> <p>Week 2: Management theories</p> <p>Week 3: Organizational communication tools and techniques</p> <p>Week 4: Functions of organizational communication</p> <p>Week 5: Corporate Identity and corporate image.</p> <p>Week 6: Corporate culture</p> <p>Week 7: Midterm exam</p> <p>Week 8: Corporate reputation</p> <p>Week 9: Reputation Management and Protection of Corporate Reputation</p> <p>Week 10: Leadership and communication</p> <p>Week 11: Obstacles in organizational communication</p> <p>Week 12: Presentations and case study</p> <p>Week 13: Presentations and case study</p> <p>Week 14: Presentations and case study</p>
References	<p>Haluk Gürgen. <i>Örgütlerde İletişim Kalitesi</i>. Der Yayınları, 1997.</p> <p>Zeyyad Sabuncuoğlu. <i>Örgütlerde İletişim</i>. Arıkan Yayınları, 2009.</p> <p>Ayla Okay. <i>Kurum Kimliği</i>. Mediacat Yayınları, 1999</p> <p>Cees B.M. van Riel and Charles Fombrun. <i>Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management</i>. Routledge, 2007.</p> <p>Peter Steidl and Garry Emery, <i>Corporate Image and Identity Strategies Designing the Corporate Future</i>. Business & Professional Publishing, 1999.</p> <p>John M.T. Balmer and Stephan A. Greyser, <i>Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding</i>. Routledge.</p> <p>John Doorley and Helio Fred Garcia. <i>Reputation Management</i>, Routledge, 2007</p> <p>Naomi Langford and Woodand Brian Salter, <i>Critical Corporate Communications: a Best Practice Blueprint</i>. John Wiley & Sons, 2003</p> <p>James Horton, <i>Integrating Corporate Communication</i>, Quorum Books, 1995</p> <p>Pekka Aula, <i>Strategic Reputation Management: Towards Company of Good</i>. Routledge, 2008.</p>

Theory Topics

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