

Content

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

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

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

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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

- Haluk Gürgen. Örgütlerde İletişim Kalitesi. Der Yayınları, 1997.
Zeyyad Sabuncuoğlu. Örgütlerde İletişim. Arıkan Yayınları, 2009.
Ayla Okay. Kurum Kimliği. Mediacat Yayınları, 1999
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