

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 551	Corporate Communication	1	3	0	0	3	6

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

First Week: Introduction, definitions.

Week 2: Management theories

Week 3 : Organizational communication tools

Week 4 : Functions of organizational communication

Week 5 : Corporate Identity and corporate image.

Week 6: Corporate culture

Week 7 Midterm exam

Content

Week 8: Corporate reputation

Week 9: Leadership and communication

Week 10 : Obstacles in organizational communication

Week 11: Presentations and case study

Week 12: Presentations and case study

Week 13: : Presentations and case study

Week 14. : Presentations and case study

GÜRGEN Haluk, Örgütlerde İletişim Kalitesi, Der Yayınları, 1997.

SABUNCUOĞLU Zeyyad, Örgütlerde İletişim, Arıkan Yayınları, 2009.

OKAY Ayla, Kurum Kimliği, Media Cat Yayınları, 1999.

VURAL Beril Akıncı, Kurum Kültürü, İletişim Yayınları, 2003.

Van RIEL Cees B.M., Principles of Corporate Communication, Prentice Hall, 1995.

References

STEIDL Peter - EMERY Garry, Corporate Image and Identity Strategies Designing the corporate Future, Business & Professional Publishing, 1999.

BALMER John M.T. and GREYSER Stephan A., Revealing the Corporation, perspectives on identity, image, reputation, corporate branding, Routledge.

Theory Topics

Week

Weekly Contents

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

Week

Weekly Contents

14 Presentations and case study