

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------|----------|--------|----------|-----|--------|------|
| CO-E 551 | Corporate Communication | 2 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| 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 | 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 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 |
| References | GÜRGEN Haluk, Örgütlerde İletişim Kalitesi, Der Yayınları, 1997. SABUNCUOĞLU Zeyad, 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. 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 |

| Week | Weekly Contents |
|------|---|
| 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 |
| 14 | Presentations and case study |