Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 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
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	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