**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| RPS 593 | Public Relations Strategies and Applications | 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 | Week 1:<br>Introduction, definitions.<br><br>Week 2:<br>Management theories<br><br>Week 3:<br>Organizational communication tools and techniques<br><br>Week 4:<br>Functions of organizational communication<br><br>Week 5:<br>Corporate Identity and corporate image.<br><br>Week 6:<br>Corporate culture<br><br>Week 7:<br>Midterm exam<br><br>Week 8:<br>Corporate reputation<br><br>Week 9:<br>Reputation Management and Protection of Corporate Reputation<br><br>Week 10:<br>Leadership and communication<br><br>Week 11:<br>Obstacles in organizational communication<br><br>Week 12:<br>Presentations and case study<br><br>Week 13:<br>Presentations and case study<br><br>Week 14:<br>Presentations and case study |

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| References | Haluk Gürgen. Örgütlerde İletişim Kalitesi. Der Yayınları, 1997.<br>Zeyyad Sabuncuoğlu. Örgütlerde İletişim. Arıkan Yayınları, 2009.<br>Ayla Okay. Kurum Kimliği. Mediacat Yayınları, 1999<br>Cees B.M. van Riel and Charles Fombrun. Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge, 2007.<br>Peter Steidl and Garry Emery, Corporate Image and Identity Strategies Designing the Corporate Future. Business & Professional Publishing, 1999.<br>John M.T. Balmer and Stephan A.Greyser, Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding. Routledge.<br>John Doorley and Helio Fred Garcia. Reputation Management, Routledge, 2007<br>Naomi Langford and Woodand Brian Salter, Critical Corporate Communications: a Best Practice Blueprint. John Wiley & Sons, 2003<br>James Horton, Integrating Corporate Communication, Quorum Books, 1995<br>Pekka Aula, Strategic Reputation Management: Towards Company of Good. Routledge, 2008. |

**Theory Topics**

| Week | Weekly Contents |
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