Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 551	Corporate Communication	2	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
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 ımage. Week 6: Corporate culture Week 7 Midterm exam Week 8: Corporate reputation Week 9: Leadership and communication Week 10 : Obstacles ın 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 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. STEIDL Peter - EMERY Garry, CorporateImage and Identitiy 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 ımage.
6	Corporate culture
7	Midterm exam
8	Corporate reputation
9	Leadership and communication

Week	Weekly Contents
10	Obstacles ın organizational communication
11	Presentations and case study
12	Presentations and case study
13	Presentations and case study
14	Presentations and case study