## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP312	Corporate Communication	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor 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 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, Corporatelmage 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		
week	weekly Contents		