## Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| COM 511 | Corporate Communication Management | 1 | 3 | 0 | 0 | 3 | 6 |


| Prerequisites |  |
| :--- | :--- |
| Admission Requirements |  |


| Language of Instruction | Turkish |
| :--- | :--- |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | Corporate communication is any form of communication used by the organization. The objective of this <br> course is to clarify the objectives of organizational communication, to learn the methods and the use of <br> instruments of communication in organizations |
| Content | Week 1: <br> Introduction, definitions. <br> Week 2: <br> Management theories |

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: <br> Presentations and case study |
| :---: | :---: |
| 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. <br> 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 |

## Theory Topics

