

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
KKW422				4	8
Title	T	U	L	AKTS	
Corporate Communication	2	1	-	3	
Language	Turkish				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Cultural and Communication Sciences				
Forms of Teaching and Learning	Face to face				
Course Type	Compulsory	x	Elective		
Objectives	Students understand the importance of effective communication in corporate life and experience the role of effective communication in different application areas of effective communication and improve their communication skills. Important competencies in corporate communication such as the correct use of voice tone in different content production, presentations and moderations are gained.				
Content	This course provides information on communication processes in companies through examples of selected experiences. Basic concepts in the examination and analysis of communication processes in business institutions are explained. In addition, students are introduced to methodological methods and tools for examining company communications. Students learn to use analysis terms and interpret experimental results in the light of case studies.				
Prerequisites	-				
Coordinator	Dr. Gabriela Oana OLARU				

Lecturer(s)	Dr. Gabriela Oana OLARU	
Assistant(s)	-	
Work Placement	-	
Recommended or Required Reading		
Books / Lecture Notes		
Other Sources	Kurumsal İletişim, Joep Cornelissen, The Kitap Yayınları	
Additional Course Material		
Documents		
Assignments		
Exams		
Course Composition		
Social Sciences		%100
Assessment		
	Count	Percentage (%)
Midterm Exam	-	-
Quiz	-	-
Assignments	1	10
Attendance	12	30
Recitations	-	-
Projects	-	-
Final Exam	1	60

			Total	100
ECTS Points and Work Load				
Activity	Count	Duration	Total Workload (Hours)	
Lectures	14	3	42	
Self-Study	14	4	56	
Assignments	14	1	14	
Presentation / Seminar Preparation	-	-	-	
Midterm Exam	1	1	1	
Recitations	-	-	-	
Laboratory	-	-	-	
Projects	-	-	-	
Final Exam	1	1	1	
			Total Workload	114
			ECTS Points(Total Work Load/ 28)	4
Learning Outcomes				
1	Students who have successfully participated in the course gain basic knowledge of understanding, analyzing and interpreting company communications.			
2	They can explain classical organizational sociological models and use them on case studies.			
3	This course provides general proficiency in the use of interdisciplinary models and terms.			
4	Students develops the ability to use scientific knowledge and models in practical matters.			
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Weekly Content				

1	Defining Corporate Communication
2	Corporate Communication in Contemporary Institutions
3	Corporate Communication in a Changing Media Environment
4	Stakeholder Management and Communication
5	Corporate Identity, Branding and Corporate Reputation
6	Communication Strategy and Strategic Planning
7	Research and Measurement
8	Media Relations
9	Employee Communication
10	Subject Management
11	Crisis Communication
12	Change Communication
13	Corporate Social Responsibility and Community Relations
14	Social Entrepreneurship
15	Final examination

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	4	3	3	4	4	-	-
2	4	3	3	4	4	-	-
3	4	3	3	4	4	-	-
4	4	3	3	4	4	-	-

Contribution Level: 1: Low 2:Low-intermediate 3: Intermediate 4:High 5:Very High

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Date of Compilation:	21.04.2021