

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

Course Details						
Code			Academic Year		Semester	
KKW 422			4		8	
Title			T	A	L	ECTS
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		Dipl. Wirt.-Ing. Hale Yılmaz Akçay, Assoc. Prof. Dr. A. Elif Posos Devrani				
Lecturer(s)		Dipl. Wirt.-Ing. Hale Yılmaz Akçay, Assoc. Prof. Dr. A. Elif Posos Devrani				
Assistant(s)		Research Assist. İpek Kesici				
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						

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Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences	100	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge		%

**Assessment**

Activity	Count	Percentage (%)
Midterm Exam	-	-
Quiz	-	-
Assignments	1	20
Attendance	12	20
Recitations	-	-
Projects	1	20
Final Exam	1	40
<b>Total</b>		<b>100</b>

**ECTS Points and Work Load**

Activity	Count	Duration	Work Load (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
<b>Total Work Load</b>			<b>114</b>
<b>ECTS Points (Total Work Load / Hours)</b>			<b>4</b>

**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.

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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 Modern 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 (traditionel vs. digital)
9	Employee Communication
10	Subject Management
11	Crisis Communication
12	Change Communication
13	Corporate Social Responsibility and Community Relations
14	Project Presentations
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		
5							
6							
7							
8							

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9							
10							
11							
12							
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High					
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