

DEPARTMENT OF CULTURE AND COMMUNICATIONS SCIENCES  
 COURSE SYLLABUS

Course Details					
<b>Code</b>			<b>Academic Year</b>		<b>Semester</b>
KKW422			4		8
<b>Dersin Adı :</b>			<b>T</b>	<b>U</b>	<b>L</b>
Corporate Communication			2	1	-
<b>Language</b>		Türkçe			
<b>Level</b>		<b>Undergraduate</b>	x	<b>Graduate</b>	<b>Postgraduate</b>
<b>Department / Program</b>		Cultural and Communication Sciences			
<b>Forms of Teaching and Learning</b>		Face to face			
<b>Course Type</b>		<b>Compulsory</b>	x	<b>Elective</b>	
<b>Objectives</b>		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.			
<b>Content</b>		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.			
<b>Prerequisites</b>		-			
<b>Coordinator</b>		Assoc. Prof. Dr. Elif Posos Devrani			

Lecturer(s)	Assoc. Prof. Dr. Elif Posos Devrani		
Assistant(s)			
Work Placement	-		
<b>Recommended or Required Reading</b>			
Books / Lecture Notes			
Other Sources	Kurumsal İletişim, Joep Cornelissen, The Kitap Yayınları		
<b>Additional Course Material</b>			
Documents			
Assignments			
Exams			
<b>Course Composition</b>			
Social Sciences			%100
<b>Assessment</b>			
		<b>Count</b>	<b>Percentage (%)</b>
Midterm Exam		1	40
Quiz		-	-
Assignments		-	-
Attendance		-	-
Recitations		-	-
Projects		-	-
Final Exam		1	60
		<b>Total</b>	100
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Toplam İş Yüğü(Saat)</b>

Lectures	14	3	42
Self-Study	14	5	60
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
<b>Total Work Load</b>			114
<b>ECTS Points</b> (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.
5	

### 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

<b>Compiled by:</b>	Assoc. Prof. Dr. Elif Posos Devrani
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