

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
KKW 422		4		8
Title		T	A	L
Corporate Communication		2	1	-
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
Total		100

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
Total Work Load			114
ECTS Points (Total Work Load / Hours)			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.

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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 (traditional 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						
https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209							
Compiled by:	Dipl. Wirt.-Ing. Hale Yılmaz Akçay						
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