

COURSE RECORD

Code	BA 449
Name	Corporate Communication
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This class will focus on corporate communication. The special focus of this course is how corporations communicate with their internal and external key audiences. Students will examine communicative practices in the corporate environment, including internal communication, image management, crisis communication, corporate culture, corporate identity, and new communication technologies. Students will also have a broad understanding of the roles and functions involved in strategic corporate communications within contemporary global society. Organizational theories are one of the important parts of the class.
Objectives	Defining corporate communication theories and key issues. Demonstrating working knowledge of crisis communication, corporate culture, and corporate identity. Applying new media technologies in communication. Developing the necessary background for corporate communication.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the scope, role, and perspectives of corporate communication. LO2. Evaluate communication theories in relation to corporate communication practices. LO3. Analyze the role and scope of corporate communication in corporate brand management and image. LO4. Assess the importance of communication functions, including media, community, employee, government, customer, and investor relations. LO5. Analyze the relevance of media, especially trade media, to the practice of corporate communication.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	3	3	3	2	3	3	2	3	3
L02	4	5	3	3	2	3	3	2	3	4
L03	5	4	2	2	2	3	4	2	3	4
L04	4	3	4	4	2	5	4	2	3	4
L05	3	4	3	2	2	4	3	3	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IL01	IL02	IL03	IL04	IL05	IL06	IL07
L01	4	3	3	3	3	3	3
L02	4	3	3	3	3	3	3
L03	5	3	4	4	3	3	3
L04	4	3	4	4	4	5	3
L05	3	3	3	3	4	4	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Communication in Corporations and Digital Age	L01, L02
Corporate Identity, Image, Reputation and Culture	L01, L04
Corporate Social Responsibility and Sustainability	L02, L04

Media Relations	L05
Crisis Communication and Communication Tools in Corporations	L03, L05
Strategic Communication Management	L01, L04

DERS BİLGİLERİ

Kodu	BA 449
İsmi	Kurumsal İletişim
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders kurumların sosyal paydaşlarına yönelik gerçekleştirdikleri iletişim faaliyeti olarak tanımlanan kurumsal iletişime odaklanmaktadır. Kurumsal iletişim hem iç hem dış iletişimi kapsamaktadır. Ders kapsamında kurumsal iletişimle ilgili kavramlar olan; kurum kimliği, kurum imajı, kurum kültürünün nasıl şekillendiği, kurumların medyayı kullanma biçimleri ele alınacaktır. Ayrıca kurum içi iletişime yönelik tartışmalarda ders kapsamında değerlendirilecektir. Örgütsel iletişim teorileri dersin önemli bir bölümünü oluşturacaktır.