

COURSE RECORD

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

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	5	1	3	2	2	1	4	4
L02	5	5	4	1	3	2	2	1	4	4
L03	5	3	5	1	5	2	2	1	4	4
L04	5	2	4	1	5	2	2	1	4	4
L05	5	2	5	1	3	4	2	1	4	4

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

COURSE CONTENT DETAILS

Topics	Outcomes
1- Communication in Corporations and Digital Age	L01, L02
2- Corporate Identity, Image, Reputation and Culture	L01, L04
3- Corporate Social Responsibility and Sustainability	L02, L04
4- Media relations	L05
5- Crisis Communication and Communication Tools in Corporations	L03, L05
6- 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
Dönem	Güz
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.