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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Kurumsal İletişim** | |  | 3 | 2+0 | 2 | 2 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencilerin bu derste kurumsal iletişimin işletmelerdeki stratejik rolünü, kurumsal iletişimin uzmanlık alanlarını ve kurumsal iletişimin teorik altyapısını kavraması amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Kurumsal iletişimi tanımlar. 2. Kurumsal iletişimde kullanılan teknik ve araçları tanır. 3. Kurum kültürü ve kurumsal kimlik arasındaki ilişkiyi kavrar. 4. Halkla İlişkilerde kurumsal iletişimin önemini kavrar. | | | | | | | Dersin İçeriği | Bu ders, etkili kurumsal iletişim sisteminin oluşturulması, dünyadaki ve Türkiye`deki saygın şirketlerin kullandıkları başarılı iletişim stratejileri ile iş hedefleri arasındaki ilişki, kurumsal markaların rekabette bir adım önde olabilmeleri için itibar yönetimi hakkında bilmeleri gereken hususlar, geleceğin yöneticilerinin paydaşlarıyla kurduğu etkileşimli iletişim ve alanında lider örgütlerin başarılı kurumsal iletişimlerinin analizi konularını içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Kurumsal iletişim kavram ve kuramlar | | | | | | | 2 | Kurumsal iletişim ağ modelleri | | | | | | | 3 | Kurumsal iletişimde stratejik yönetim | | | | | | | 4 | Kurum kültürü ve kimliği | | | | | | | 5 | Kurumsal tasarım ve görsel kimlik | | | | | | | 6 | Kurumsal itibar yönetimi | | | | | | | 7 | Kurumsal imaj, marka ve reklam yönetimi | | | | | | | 8 | Kurumsal marka | | | | | | | 9 | Kurumsal iletişim ve sosyal medya | | | | | | | 10 | Kurumsal iletişimde stratejik yönetim | | | | | | | 11 | Online kurumsal iletişim | | | | | | | 12 | Kurumsal sosyal sorumluluk ve halkla ilişkiler | | | | | | | 13 | Kurumsal sosyal sorumluluk modelleri | | | | | | | 14 | Uygulama örnekleri | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Solmaz, B. (2017). *Kurumsal İletişim,* Anadolu Üniversitesi Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 4 | | 4 | 3 | | - | 2 | | - | - | | 1 | 2 | | 2 | | **ÖÇ2** | 4 | | 4 | 3 | | - | 2 | | - | - | | 1 | 2 | | 2 | | **ÖÇ3** | 4 | | 4 | 3 | | - | 2 | | - | - | | 1 | 2 | | 2 | | **ÖÇ4** | 4 | | 4 | 3 | | - | 2 | | - | - | | 1 | 2 | | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Kurumsal İletişim | 4 | 4 | 3 | - | 2 | - | - | 1 | 2 | 2 | |