



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		HIT152		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Students of the Department of Public Relations and Publicity organization will work to provide participants with the relationships between employees and management. Teaching of the healthiest forms of these relationships. To produce creative ideas in improving skills about solving the problems arising from the culture of corporate communications and corporate identity.							
Course Content		In this course it is aimed to examine the concept of culture, corporate culture typology, the factors that influence corporate culture and the elements that constitute corporate identity. Institutions have culture and identity like all the formations, too. Evoke positive feelings about the cultural identity of workers is the main goal of a business. Lecture, discussion of the conditions for creating the corporate culture and corporate identity is based							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	GÜÇLÜ Nezahat, Örgüt Kültürü, Gazi Üniversitesi Sosyal Bilimler Dergisi
2	AKYÜREK Rüveyde (2005). Kurumsal İletişim Yönetimi, Anadolu Üniversitesi Yayınları Eskişehir
3	SABUNCUOĞLU Z., TÜZ M. (1996). Ezgi Kitabevi, Bursa

Week	Weekly Detailed Course Contents	
1	Theoretical	Description of the organization and composition of it
2	Theoretical	What is culture, what is organizational culture? Top and bottom of the culture, the dominant definition of the concept of culture
3	Theoretical	Discussion of examples of the elements of organizational culture
4	Theoretical	Communication as a tool for organizational scheme; formal channels of communication, organizational communication tools
5	Theoretical	Communication as a managerial tool layout, technical and moral conditions, managers' communication
6	Theoretical	Effective leadership
7	Theoretical	To participate in the management
8	Intermediate Exam	MIDTERM EXAM
9	Theoretical	The basic elements of organizational learning, formats, process
10	Theoretical	Theoretical approaches in the field of organizational psychology
11	Theoretical	The classification of corporate communication
12	Theoretical	As an element of corporate identity, corporate communications
13	Theoretical	The effects of organizational culture and corporate communication on corporate image
14	Theoretical	General Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Quiz	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Teaching the recognition of inter-organizational communication and corporate identity found on the reflections.
2	•In terms of corporate image and corporate culture of the organization to conduct an idea of how the communication should be
3	Learning the barriers of communication in organizations
4	To learn information technologies and organizational communication
5	Learn the effective management of organizational communication.

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowlegde related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L3	L5
P1	5	5	5
P2	5	4	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7		5	5
P8	5	5	5
P9		4	5
P10	5	4	5
P11		4	5

