



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Corporate Image Management							
Course Code		HIRY512		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to inform students about corporate identity and corporate image.							
Course Content		In the context of the factors that make up the image of the institution, effective communication issues are examined and the identity of the institution, the types of the corporate image and the functions of the corporate image are examined with examples.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Bakan, Ömer (2005), Kurumsal İmaj, Konya: Tablet Kitabevi.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Image and Corporate Image Concepts Identity and Corporate Identity Definition and Classifications
2	Theoretical	Corporate identity and historical development
3	Theoretical	Corporate identity structures
4	Theoretical	Corporate Identity and Establishment of Corporate Identity
5	Theoretical	Components of Corporate Identity
6	Theoretical	Corporate Identity and Corporate Reputation
7	Intermediate Exam	mid term exam
8	Theoretical	Image Types and Functions
9	Theoretical	Factors affecting corporate image formation
10	Theoretical	Corporate Philosophy and Corporate Image
11	Theoretical	Image Strategies and Policies
12	Theoretical	Corporate Image Formation and Target Audience
13	Theoretical	Corporate image management
14	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Describe the concept of identity
2	Identify the concept of corporate identity
3	Explain the historical development of corporate identity
4	Explain the dimensions of corporate identity



5	Describe the corporate image
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**Programme Outcomes** (*Public Relations and Advertising Master*)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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

	L1	L2	L3	L4	L5
P1	4	2		3	
P2	5	3	3	4	3
P3	4	3	5	4	5
P4	4	2	1	2	3
P5	5	2	2	2	5
P6	4	2	3	4	4
P7	2	3	2	2	2
P8	4	3	2	3	4
P9	5	3	5	5	5
P10	4	3			

