



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Corporate Social Responsibility							
Course Code		HİRY518		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Determining the current problems of society and preparing projects to produce solutions. Volunteering in various projects within the framework of social responsibility. Participatory and democratic individuals, solidarity and cooperation to reinforce, taking responsibility and project development / implementation. Non-governmental organizations. Current discussions on youth and social responsibility projects at European level.							
Course Content		Identifying current problems of society and preparing projects to produce solutions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, 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	Philip Kotler, Nancy Lee, Corporate Social Responsibility, Mediacat Books, 2006
2	Ceyda Aydede, Yükselen Trend Kurumsal Sosyal Sorumluluk, Mediacat Kitapları, 2007
3	Ebru Özgen, Kurumsal Sosyal Sorumluluk Projeleri, Mavi Ağaç Yayınları, 2006

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Social Responsibility?
2	Theoretical	Why is social responsibility work important?
3	Theoretical	What are corporate social responsibility activities?
4	Theoretical	Why is corporate social responsibility work important?
5	Theoretical	Brand identity and social responsibility
6	Theoretical	Case Study: Benetton Advertising Campaigns
7	Theoretical	Individual social responsibility activities
8	Intermediate Exam	Midterm Exams
9	Theoretical	Social Responsibility Application
10	Theoretical	Handicapped and Art
11	Theoretical	SWOT Analysis
12	Theoretical	Project management
13	Theoretical	Project Management
14	Theoretical	Project Management
15	Final Exam	Final Exams

### 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	Awareness of Social Responsibility
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2	To be able to develop a social responsibility project
3	Ability to carry out projects with teamwork
4	Identify the target audience of social responsibility projects
5	To be able to evaluate social responsibility projects

**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	5	5	3	4	3
P2	4	5	5	4	5
P3	5	5	4	2	4
P4	4	4	3	4	4
P5	4	4	4	3	5
P6	4	4	5	5	3
P7	4	4	4	4	5
P8	4	5	5	4	4
P9	4	4	3	3	5
P10	5	5	4	4	5

