AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Corporate Identity					
Course Code		HİRY520		Couse Level	Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Students taking this course will be able to recognize the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and be able to practice in the sector.					
Course Content		The content of the course is to deal with the concepts such as corporate strategy, corporate culture, corporate personality and corporate identity.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion					
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Corporate Identity and Brand for Beginners, Pınar Seden Meral
2	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	An overview of the concept of corporate identity.
2	Theoretical	Corporate identity concept and corporate image concept.
3	Theoretical	Corporate identity concept and corporate image concept.
4	Theoretical	The concepts of corporate strategy and corporate culture and their relationship with each other.
5	Theoretical	The concepts of corporate strategy and corporate culture and their relationship with each other.
6	Theoretical	The concepts of corporate strategy and corporate culture and their relationship with each other.
7	Theoretical	General Overview
8	Intermediate Exam	Midterm Exams
9	Theoretical	Concepts of corporate personality and corporate identity and their relationship with each other.
10	Theoretical	Concepts of corporate personality and corporate identity and their relationship with each other.
11	Theoretical	Types of corporate identity and historical development of corporate identity.
12	Theoretical	Visual identity components of an organization (name of the organization, logos and symbols, color, corporate slogans, letter-text character).
13	Theoretical	Visual identity components of an organization (name of the organization, logos and symbols, color, corporate slogans, letter-text character).
14	Theoretical	The process of corporate identity formation and the increasing importance of corporate identity.
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	Identify the concepts of corporate identity, corporate image, corporate strategy, corporate culture theoretically.

2	Will be able to explain the concepts of corporate strategy, corporate culture, corporate personality and corporate identity and analyze the relationship between them.
3	Will be able to identify and express the elements of corporate culture and corporate identity.
4	Design the corporate identity and corporate communication plans of an organization.
5	Will be able to design corporate strategy plans to design the corporate identity of an organization.

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