REPUTATION MANAGEMENT

1	Course Title:	REPUTATION MANAGEMENT
2	Course Code:	ISL5115
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. BAŞAK AYDEM ÇİFTÇİOĞLU
15	Course Lecturers:	Prof. Dr. Aydem Çiftçioğlu aydemaydemir@uludag.edu.tr
16	Contact information of the Course Coordinator:	PROF.DR.B.AYDEM ÇİFTÇİOĞLU aydemaydemir@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Organizations need to ensure social acceptance and manage the image that they created. In this context, the scope of this course is to give an opening to students about the corporate image concept, benefits and structure of the process.
19	Contribution of the Course to Professional Development:	Provides professional development on the reputation concept and media management
20	Learning Outcomes:	
	1	Learning the concept and the scope of reputation
	2	Learning the relationship between corporate image, identity and reputation
	3	Analyzing corporate reputation managemen concept and the framework
	4	Establishing the relationship between corporate reputation and organization
	5	Defining the relationship between corporate image, media, social media

		6	Relate the concept of stakeholder management and reputation
			Relate the concept of stakeholder management and reputation
			Relate the concept of stakeholder management and reputation
			Relating the stakeholder management and reputation management
		7	
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21	Course Content:		

Course Content:		
Week	Theoretical	Practice
1	Organizations, globalization, analysis of changing environmental conditions	
2	Developments in modern management style	
3	Scope of the concept reputation.	
4	The concept and the conceptual framework of Corporate Reputation	
5	Relationship between corporate reputation and social responsibility	
6	Corporate Reputation Management and Administrative Activities	
7	The relationship between Corporate Reputation and Marketing	
8	The relationship between Corporate Reputation and Human Resource	
9	Corporate Reputation and Crisis Management	
10	Reputation Management and Communications	
11	The restructuring process of corporate reputation	
12	Corporate Reputation Management	
13	Examples and Case Studies about Corporate Reputation	

14	E-reputation and social media management	

22	Textbooks, References and/or Other Materials:	Aydem Çiftçioğlu, "Kurumsal İtibar Yönetimi" Dora Kitabevi, Bursa, Aralık 2009, ISBN 978-605-4118-45-8
		Bromley, D.B., Reputation, Image and Impression Management, John Wiley & Sons Ltd.,1993
		Dowling, Grahame, Creating Corporate Reputations, Oxford: Oxford University Press, 2001
		Fombrun, Charles J., Reputation :Realizing Value From The Corporate Image, Harvard Business School Pres, Boston, Massachusetts,1996
		Brammer Stephen J., Stephen Pavelin,Corporate Reputation and Social Performance: The Importance of Fit , Journal of Management Studies 43 (3), 2006, 435–455
		Craven, Karen S., Elizabeth Good Oliver, "Employees: The Key Link To Corporate Reputation Management", Business Horizons, Vol 49, 2006, 295-302
		Deephouse, David L., "Media Reputation as a Strategic Resource: An Integration of Mass Communication and Resource-Based Theories", Journal Of Management, Vol 26, No 6, 1091-1112
		Deephouse, David L., Suzanne M. Carter, "An Examination Of Differences Between Organizational Legitimacy And Organizational Reputation", Journal Of Management Studies, 42:2, 2005, 329-360

23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	0	0.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	100.00
Total	1	100.00
Contribution of Term (Year) Learning Activities to Success Grade		0.00
Contribution of Final Exam to Success Grade		100.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		case studies and essey typr exam

24	ECTS / WORK LOAD TABLE

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	1	20.00	20.00
Homeworks	2	20.00	40.00
Projects	2	10.00	20.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	1	21.00	21.00
Final Exams	1	20.00	20.00
Total Work Load			149.00
Total work load/ 30 hr			4.97
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	5	4	4	5	4	5	4	5	4	5	0	0	0	0
ÖK2	5	4	4	5	5	4	5	4	5	4	5	4	0	0	0	0
ÖK3	4	4	5	5	4	5	4	5	5	4	4	5	0	0	0	0
ÖK4	5	5	5	5	5	5	4	5	5	4	5	4	0	0	0	0
ÖK5	3	3	3	4	4	4	3	3	3	4	4	5	0	0	0	0
ÖK6	3	3	3	3	3	4	3	4	3	3	4	4	0	0	0	0

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High