

CORPORATE IDENTITY MANAGEMENT

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| 1 | Course Title: | CORPORATE IDENTITY MANAGEMENT |
| 2 | Course Code: | YBS5121 |
| 3 | Type of Course: | Optional |
| 4 | Level of Course: | Second Cycle |
| 5 | Year of Study: | 1 |
| 6 | Semester: | 1 |
| 7 | ECTS Credits Allocated: | 6.00 |
| 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: | Dr. Öğr. Üyesi FATİH GÜRSES |
| 15 | Course Lecturers: | |
| 16 | Contact information of the Course Coordinator: | |
| 17 | Website: | |
| 18 | Objective of the Course: | The aim of the course is to create the necessary infrastructure for students to gain knowledge about corporate identity and brand processes that have an important place in today's business life and to create a brand. |
| 19 | Contribution of the Course to Professional Development: | The course will help students to create a brand identity in business life by explaining the communication activities for different stakeholders within the framework of corporate reputation management, branding strategies, identity, image, corporate story with case studies. |
| 20 | Learning Outcomes: | |
| | 1 | List the components of corporate identity |
| | 2 | To interpret the positioning strategies of the brands in the market |
| | 3 | To identify, analyze and propose solutions to problems related to corporate identity |
| | 4 | Analyzing the connection between corporate philosophies of businesses and brand perceptions on examples |
| | 5 | To discuss the corporate identity creation process with corporate culture, corporate philosophy, corporate identity and corporate outlook |
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| 21 | Course Content: | |
| | Course Content: | |
| Week | Theoretical | Practice |
| 1 | Introduction | |

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| 2 | What is corporate identity? What is the importance of creating a corporate identity? What are the elements that make up the corporate identity? | | | |
| 3 | Examination of sample corporate identity designs | | | |
| 4 | Starting the logo design and slogan production process. | | | |
| 5 | New media and politics | | | |
| 6 | Corporate identity design process | | | |
| 7 | Corporate identity design process | | | |
| 8 | What is a corporate identity booklet? Examination of sample corporate identity booklets. | | | |
| 9 | Establishing product standards to be included in the corporate identity booklet and starting the design process. | | | |
| 10 | Crisis management in online reputation management | | | |
| 11 | Crisis management in online reputation management | | | |
| 12 | Elimination of deficiencies and pre-evaluation | | | |
| 13 | Online Reputation Management | | | |
| 14 | Making the corporate identity booklet ready for printing and presentation | | | |
| Activites | | Number | Duration (hour) | Total Work Load (hour) |
| Theoretical | | Massachusetts: Harvard Business School | 206.00 | 206.00 |
| Practicals/Labs | | 0 | 0.00 | 0.00 |
| Self study and preparation | | 0 | 0.00 | 0.00 |
| Homeworks | | 0 | 0.00 | 0.00 |
| Projects | | 0 | 0.00 | 0.00 |
| Field Studies | | 0 | 0.00 | 0.00 |
| Midterm exams | | 1 | 65.00 | 65.00 |
| Final Exam | | 0 | 0.00 | 0.00 |
| Others | | 0 | 0.00 | 0.00 |
| Final Exams | | 1 | 90.00 | 90.00 |
| Contribution of Term (Year) Learning Activities to | | 40.00 | | |
| Total Work Load | | | | 248.00 |
| Total work load of 30 h | | 60.00 | | 6.10 |
| Contribution of Final Exam to Success Grade | | | | |
| ECTS Credit of the Course | | | | 6.00 |
| Measurement and Evaluation Techniques Used in the Course | | Relative Evaluation | | |
| 24 | ECTS / WORK LOAD TABLE | | | |

| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
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| | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK2 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |

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| ÖK4 | 4 | 4 | 5 | 3 | 4 | 2 | 3 | 4 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | 0 |
| ÖK5 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 1 | 3 | 5 | 0 | 0 | 0 | 0 | 0 | 0 |
| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |
| Contribution Level: | 1 very low | | 2 low | | 3 Medium | | 4 High | | 5 Very High | | | | | | | |