

REPUTATION MANAGEMENT

1	Course Title:	REPUTATION MANAGEMENT	
2	Course Code:	YOR5111	
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. BAŞAK AYDEM ÇİFTÇİOĞLU 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:	Businesses have to ensure social acceptance and manage the image they create in the eyes of others. In this context, this course aims to create an understanding for students about the scope of the concept of corporate reputation, its benefits for institutions and how the process of managing the concept in question is structured.	
19	Contribution of the Course to Professional Development:	UNDERSTANDING THE IMPORTANCE OF THE CONCEPT OF REPUTATION AND ITS SCOPE ON THEIR PROFESSION	
20	Learning Outcomes:		
		1	To learn Reputation concept and content
		2	to learn corporate image , identity and reputation relationship
		3	Understanding Corporate reputation management and its framework
		4	To identify relationship between Corporate reputation and business management
		5	To identify corporate image , media social media relations
		6	to learn stakeholder management and reputation management linkage
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Business, globalization, analysis of changing environmental conditions		

2	Developments in Modern Management Approach	
3	The concept and scope of reputation	
4	Corporate Reputation Concept and its conceptual framework	
5	Corporate Reputation and social responsibility relationship	
6	Corporate Reputation Management and Managerial Activities	
7	Corporate Reputation and Marketing Relationship	
8	Corporate Reputation and Human Resources Relationship	
9	Corporate Reputation and Crisis Management	
10	Communication and Corporate Reputation Management	
11	Corporate reputation building process	
12	Corporate Reputation Management	
13	Corporate Reputation Examples and Case Studies	
14	e-Reputation and social media management	

22	Textbooks, References and/or Other Materials:	<p>1. Aydem Çiftçioğlu, "Kurumsal İtibar Yönetimi" Dora Kitabevi, Bursa, Aralık 2009, ISBN 978-605-4118-45-8</p> <p>2. Bromley, D.B., Reputation, Image and Impression Management, John Wiley & Sons Ltd., 1993</p> <p>3. Dowling, Grahame, Creating Corporate Reputations, Oxford: Oxford University Press, 2001</p> <p>3. Fombrun, Charles J., Reputation :Realizing Value From The Corporate Image, Harvard Business School Press, Boston, Massachusetts, 1996</p> <p>4. Brammer Stephen J., Stephen Pavelin, Corporate Reputation and Social Performance: The Importance of Fit , Journal of Management Studies 43 (3), 2006, 435-455</p> <p>5. Craven, Karen S., Elizabeth Good Oliver, "Employees: The Key Link To Corporate Reputation Management", Business Horizons, Vol 49, 2006, 295-302</p> <p>6. 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</p> <p>7. 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</p>
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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	

