

TITLE OF THE COURSE:	Corporate Reputation Management
Course code:	REV5007
Course group:	C
Faculty:	Faculty of Economics and Management
Study program:	Marketing and International Commerce
Level:	Master's
Semester:	Spring
ECTS credits:	6
Language of instruction	English
Course lecturer/s:	Assoc.Prof.Dr. Miglė Šontaitė-Petkevičienė
Short course description:	Coursepurpose – to nurture students' knowledge and abilities to create an enduring value for organizations in the competitive marketplace. Students study the main internal and external factors that impact corporate reputation management decisions, learn to evaluate corporate reputation, identify the link between corporate image, identity and reputation, and use corporate communication in the process of corporate reputation management.
Course content:	<ol style="list-style-type: none"> 1. Definition of corporate reputation and genesis of views towards corporate reputation. 2. Stakeholder groups of organizations. 3. Benefits to organizations from corporate reputation. 4. Corporate reputation measurement methods: ratings, quotients and models. 5. Corporate personality. 6. Relationship between corporate identity, corporate image and corporate reputation. 7. Formation and management of corporate reputation. 8. Indicators forming corporate reputation. 9. Corporate reputation and organizational behaviour. 10. Corporate communication in relation to the formation and management of corporate reputation. 11. Corporate brand. 12. Corporate social responsibility. 13. Management of crises.
Grading and evaluating student work in class and/or at the final exam:	Midterm - 25%, Homework and seminars-25%, Exam - 50%
Required reading and additional study material	<ol style="list-style-type: none"> 1. 2004 Fombrun, C.J., vanRiel, C.B.M. <i>Fame & Fortune: How Successful Companies Build Winning Reputations.</i> Prentice Hall 2. 2011 Helm, S., Liehr-Gobbers, K., Storck, C. <i>Reputation management.</i> Springer