



## Syllabus Course Program



# Modern technologies in reputation management

### Specialty

054 - sociology

### Institute

ESI of Social and Humanitarian Technologies

### Educational program

Sociological support of economic activity

### Department

Sociology and public administration (305))

### Level of education

Master's level

### Course type

Special (professional), Elective

### Semester

2

### Language of instruction

English,

## Lecturers and course developers



### Tereshchenko Dina Akramivna

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Doctor of Sciences in Public Administration, Professor, Professor of the Department of Sociology and Public Administration

Scientific and pedagogical experience - more than 18 years. Work experience in the state administration - 13 years. Author of more than 200 scientific and educational and methodical publications.

[More about the lecturer on the department's website](#)

<http://web.kpi.kharkov.ua/sp/professors-ko-vikladats-kij-sklad>

## General information

### Summary

The course "Latest technologies in reputation management" will help students acquire knowledge and skills in forming and managing the reputation of a manager, company and organization |

### Course objectives and goals

Students' assimilation of knowledge and practical skills regarding the features of the use of modern technologies in the formation and management of reputation.

### Format of classes

. Lectures, practical classes, independent work, consultations. The final control is Credit test

### Competencies

GC05. Ability to estimate and support quality of the performed work.

GC06. Ability to make well-substantiated decisions.

GC07. Ability to motivate people and proceed towards the common goal

SC07. Ability to design and evaluate social projects and programs.

## Learning outcomes

*PR04. To apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software for solving complex tasks in sociology and conterminal knowledge areas.*

*PR05. To carry out search for, to analyze and estimate the needed information in scientific literature, databases and other sources.*

## Student workload

*. The total volume of the discipline is 90 hours. (3 ECTS credits): lectures – 16 hours, practical classes – 16 hours, independent work – 58 hours.*

## Course prerequisites

*Sociologic support of economic activities, Internet-based research of economic activities*

## Features of the course, teaching and learning methods, and technologies

*The discipline is taught with the help of multimedia tools, with the use of project-based individual and team work. A project approach is used in the practical classes, the independent development of PR of the company, organization or individual is planned with further protection of the project and analysis of the company's performance evaluation system*

## Program of the course

### Topics of the lectures

*Topic 1. Internet technologies as an information basis of reputation.*

*The use of Internet technologies in the formation of reputation. Communication errors in reputation formation. Factors taken into account when calculating the reputation coefficient. Methodology for calculating the reputation coefficient: popularity index and trust index.*

*Topic 2. Relationship between the phenomena of reputation, image and social responsibility.*

*Reputation and image and their difference. Priority qualities, the possession of which makes a real solution to the problem of reputation and image. Social responsibility is the organization's responsibility for the impact of its decisions and actions on society and the environment. Building a reputation through the Internet. Stakeholder perception as the potential for reputational returns.*

*Topic 3 Management of reputation on the Internet, components of personal reputation*

*Primary posting of information to inform and maximize target audience coverage. Tracking and analysis of informational reputation drives on the Internet. Correcting negative online reputation information. Visual, communicative, verbal and non-verbal methods of self-presentation. Image protection techniques in conflict situations*

*Topic 4. Strategies of influence on the mass audience, perception of image-forming information.*

*Features of modern mass communication. The role of psychological parameters of the individual in the perception of image-forming information (feelings, feelings, memory, temperament, types of emotions). Perception of direct and indirect information. Social mood. Public opinion. Social stereotype. Archetypes of the collective subconscious, their use in the construction of image information.*

*Topic 5. Formation of the reputation of a leader, manager.*

*Basic technologies of business reputation management. Basic concepts, categories and tools of business reputation strategy formation. Creating an image of an enemy, a friend, an idea, a party, a social movement. Languages of influence: verbal, visual, mythological, performance. The idea of an "ideal leader". Image types of the leader: ideologue, pragmatist, conformist, fanatic, dogmatist, commander, leader of the nation. Basic technologies of business reputation management. Features and capabilities of each reputable technology.*

*Topic 6. Company reputation management.*

*Components of corporate reputation. Principles of corporate reputation management. 5 main mistakes in creating and managing reputation. The concept of corporate image (the coincidence of all elements of the company's visual communication, which conveys the main idea of the company to the consumer public, creates a positive response that increases the degree of trust of the company's clients and partners). Reputation management in wartime: features, complexities.*

***Topic 7. Anti-crisis Internet communications as a tool for protecting business reputation.***

*The essence of crisis situations, methods of preparation for possible crisis situations. Development of an effective communication plan for resolving crisis situations in the company. Study of the communication features of the Internet as a means of spreading information and conducting "information war".*

***Topic 8. State reputation management***

*International reputation and "shortcuts" of states in the world. Symbolism, anthem, flags as mandatory components of the country's image. Types of state image. The essence of mechanisms for managing the reputation of state authorities. Concepts of forming a positive reputation of state authorities.*

## **Topics of the workshops**

***Topic 1. Internet technologies as an information basis of reputation.***

*The use of Internet technologies in the formation of reputation. Target audiences of reputation: regulatory groups, functional groups, diffuse groups, consumers. Methodology for calculating the reputation coefficient: popularity index and trust index. Perfect reputation profile. Quantitative and qualitative analysis of mass media. Basic approaches and principles of formation of the required information space. Media monitoring tools. Basic concepts, categories and tools for reputation audit. Basic concepts, categories and tools of communication audit.*

***Topic 2. Relationship between the phenomena of reputation, image and social responsibility.***

*The relevance of problems related to image and reputation management. Priority qualities, the possession of which makes a real solution to the problem of reputation and image. Criteria that show the correctness of the constructed image. Social responsibility is the organization's responsibility for the impact of its decisions and actions on society and the environment. Reputational benefits arising from corporate social responsibility. The practical value of business reputation and its advantages.*

***Topic 3 Management of reputation on the Internet, components of personal reputation***

*Primary posting of information to inform and maximize target audience coverage. Correcting negative online reputation information. Concepts and components of the habitat image: kinesics, coloristics, clothes, style, proxemics. The role of reputation in the subject's image characteristics. The image is environmental. The image of a successful person. Technologies of personal imaging, methods of creating an attractive appearance in the process of communication. Methods of image protection in conflict situations. Psychological and image barriers and means of overcoming them. Tokens of perception of men and women in modern Ukrainian society. Classifications of female and male image types.*

***Topic 4. Strategies of influence on the mass audience, perception of image-forming information.***

*Definition of concepts: "group", "collective", "audience", "crowd", "mass", "mass viewer-listener-reader". Study of the phenomenon of the crowd and the charismatic leader by H. Lebon, S. Moskovichi, E. Canneti, Z. Freud. Manipulation of mass consciousness and subconsciousness. Techniques of propaganda in mass imaging. Creating sensations.*

***Topic 5. Formation of the reputation of a leader, manager.***

*Leadership theories: trait theory, behavioral theories, situational leadership model, synthetic leadership theory. Basic concepts, categories and tools of business reputation strategy formation. Writing and delivering speeches, techniques and principles. Image strategies of election campaigns. Basic technologies of business reputation management. Features and capabilities of each reputable technology. management and leadership of people. Management style and its typical varieties. The influence of different management styles on the work behavior of subordinates. Manager's charisma. The most*

important traits of a charismatic leader. Professional morality and business ethics of the manager. Management in the context of power and leadership.

#### **Topic 6. Company reputation management.**

Concept of corporate reputation. Principles of corporate reputation management. Modern shortage of technologies for competent creation of the company's corporate image. Correlation between the concepts of "image" and the reputation of the organization. SERM technologies for online reputation monitoring and management.

#### **Topic 7. Anti-crisis Internet communications as a tool for protecting business reputation.**

The essence of crisis situations that occur at the enterprise and have a negative impact on its business reputation. Methods of preparation for possible crisis situations.

Development of an effective communication plan for resolving crisis situations in the company.

Determination of the most correct behavior in the event of a crisis situation. Investigation of measures to combat the spread of rumors and negative information about the company.

Study of the communication features of the Internet as a means of spreading information and conducting "information war".

#### **Topic 8. State reputation management**

Types of state image: internal, external, cultural, political, generally international. Reasons for Ukraine's problematic image: economic and political instability, personnel shortage, Soviet heritage, post-colonial syndrome. Issues of revival of national identity, culture and language, general existential motivation of own statehood. Peculiarities of the functioning of state management mechanisms in the sphere of reputation management of state authorities.

### **Topics of the laboratory classes**

Laboratory work is not provided.

### **Self-study**

Independent work includes the preparation of individual and collective projects, the development of individual tasks for the creation of a PR project of a company, organization or individual with subsequent project protection and analysis of the company's performance evaluation system. Independent familiarization with the latest literature on the discipline is also provided, the results of which are presented in the form of an essay or essay and are discussed during practical classes

### **Course materials and recommended reading**

1	<i>Bolotova V.O. Imageology: text of lectures for students of specialties 054 "Sociology", 061 "Journalism" / V. O. Bolotova, N. O. Lyashenko, K. A. Agalarova - Kharkiv: NTU "KhPI", 2021. - 150 p.</i>
2	<i>Dyachuk V. P. D 990 Imageology. Socio-cultural dimension: education. manual / V. P. Dyachuk. - Kyiv: Lira-K Publishing House, 2017. - 308 p</i>
3	<i>Basics of public relations: educational and methodological manual for students of specialties 8.03010201 "Psychology" and 8.18010018 "Administrative management" / O. G. Romanovskiy, N. V. Sereda, E. V. Vorobyova. - Kh.: NTU "KhPI", 2015. - 176 p</i>
4	<i>Palekha Yu. I. Imageology: teaching. manual for students higher education closing / Yu. I. Palekha. - K.: Publishing House of the European University, 2005. - 324 p.</i>
5	<i>Prykhodchenko Ya.V. Imageology: a summary of lectures / Ya. V. Prykhodchenko. - Donetsk: Donetsk National University of Economics and Trade, 2011. - 49 p.</i>
6	<i>. Golman D. Emotional intelligence / trans. from English S.-L. Gumetska Kharkiv: Vivat, 2023. 512 p.</i>

#### **Supporting literature**

7	<i>Bugrym V. V. Communicative and technological matrices of building an effective image / V. V. Bugrym// Scientific notes of the Institute of Journalism. - K., 2007. - T.28. - P.33-42.</i>
8	<i>Bondarenko I. S. Imageology: Psychology of image: Teaching method. manual for students</i>

	<i>educational and qualification level "bachelor" in the field of training "Advertising and public relations". – Zaporizhzhia: ZNU, 2014. – 122 p.</i>
9	<i>O. Romanovskyi. Pedagogy of leadership: monograph / O. Romanovskyi, V. Mykhailychenko, L. Gren. Kharkiv: NTU "KhPI", 2023. 432 p</i>
10	<i>Balla E. Ivan Svitlichnyi: emotional intelligence of a leader. Scientific Bulletin of Uzhhorod University. Series: Philology. Vol. 1 (49). Uzhhorod, 2023. P. 16–22.</i>
11	<i>Snitynskyi V., Zavalnytska N., Bruh O. Business etiquette in international business: Study guide. Lviv: Magnolia 2006, 2020. 288 p.</i>
12	<i>Mitsura O. O. Management of online reputation: theoretical foundations and methodological approaches / O. O. Mitsura, M. O. Khizhnyak // Marketing and innovation management. – 2014. - No. 4. – P. 121 – 129.</i>
13	<i>Bilovodska O., Haydabrus N. Theoretical and methodological principles of creating a city brand // Marketing and innovation management. 2012. No. 1. P. 35-43</i>
14	<i>Bilyuk I.L. Advertising of cities in the modern communicative space / I. L. Bilyuk // Scientific papers of the National University "Ostroh Academy". "Philological" series. 2014. No. 48. P. 153-159.</i>
15	<i>Vardevanyan V. A. The image of the territory: structural and functional aspect / V. A. Vardevanyan // Visn. Chernivtsi trade and economic institute. Economic sciences. – 2013. – Issue 1. - P. 222-225.</i>
16	<i>Hrabchak V.I. The essence of the concept of "enterprise reputation" and its components / V. I. Grabchak // Global and national economic problems. – 2016. – Issue 10. – pp. 313-318</i>
17	<i>. Golman D., Boyatsis R., Mackie E. Emotional intelligence of a leader / trans. from English Valery Glinka. Kyiv: Nash Format, 2022. 288 p.</i>
18	<i>Collins T. Mechanics of Online Reputation Management: Repair and Control Your Name Or Brand Reputation Online, 2016. 292</i>
19	<i>David J. How to Protect (or Destroy) Your Reputation Online: The Essential Guide to Avoid Digital Damage, Lock Down Your Brand, and Defend Your Business, 2016. 224</i>
20	<i>Shavkun I. G. Formation of the image of the organization: [a study guide for applicants of the degree of bachelor of higher education in the specialty "Management"] / I.G. Shavkun, Ya.S. Dybchynska – Zaporizhzhia: ZNU, 2016. – 111 p.</i>

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

100% of the assessment consists of final control - credit (20%) and current control - 80%.

Current control includes assessment of participation in practical classes (reports on topics, abstracts) - 40% (8\*5), control work on modules 20% (2\*10), implementation of individual projects - 20%.

### Grading scale

<i>Total points</i>	<i>National</i>	<i>ECTS</i>
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

Head of Department  
Volodymyr MOROZ

30/06/2023



Date, signature  
30/06/2023

Guarantor OP  
Yuriy Kalagin

