

ASST. PROF. DR. EZGİ EYÜBOĞLU

Department of Public Relations and Publicity (English)

Contact:



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Communication Faculty A 502

Education:

Degree	Department	University	Year
BA	Business Administration	Uludağ University	2004
MA	Public Relations & Advertising	Anadolu University	2008
PhD	Public Relations & Advertising	Anadolu University	2014

Academic Positions:

	Field	University	Year
Assistant Professor	Public Relations & Advertising	Maltepe University	2014-
Associate Professor			
Professor			

Theses Supervised:

- **Master Thesis:** Yılmaz, E. (2016). Assessment of Mobile Advertising Applications in Terms of Marketing Ethics, Maltepe University, Social Sciences Institute.

Publications:

- Articles published in internationally refereed journals:

Eyübođlu, E. Schulz J. P. (2015). Do health literacy and patient empowerment affect self-care behavior? A survey study among Turkish patients with diabetes. *BMJ Open* 2016;6:e010186. doi:10.1136/bmjopen-2015-010186.

Eyübođlu, E. Schulz J. P. (2015). Validation of Turkish Health Literacy Measures. *Health Promotion International*, doi:10.1093/heapro/dau111.

- Papers presented at the international scientific meetings /published in proceedings books:

Eyübođlu, E. (2014). Validation of a Turkish Version of the Short Test of Functional Health Literacy (S- TOFHLA). Poster Presentation at 14th Communication in Healthcare Conference in Amsterdam.

Alan, A. Eyübođlu, E.(2011). "Generation Y Consumers In Turkey: Are They Really Social Media Nerds or Pretend to Be?". 11th International Marketing Trends Conference, Venice. In Proceeding Book.

Eyübođlu, E.(2011). "Augmented Reality As An Exciting Online Experience: Is It Really Beneficial For Brands?". The 4th International Conference on Social Sciences. İzmir (7-8 October, 2011). In Proceeding Book.

- Books and book chapters published by an international publication house:

Eyübođlu, E. (2015). Turkey. The Sage The Sage Encyclopedia of Cancer and Society.(Ed: Graham A. Colditz). Sage Publications.

Eyübođlu, E. (2014). Turkey. Encyclopedia of Health Communication. (Ed: Thompson, T.). Sage Publications.

- Books and book chapters published by a national publication house:

Eyübođlu, E. (2016). Kurum Kimliđi ve Kurum Kimliđinin Oluřturulması. (Ed: Atılım Onay) *Kurumsal Kimlik ve İmaj Yönetimi*. Eskiřehir: Anadolu Üniversitesi Açıköğretim Fakültesi Yayınları.

Eyübođlu, E. (2016). Pazarlama İletişim Stratejisinin Geliştirilmesi. (Ed:Müjgan Bozkaya&Naim Çınar).*Reklam Kampanya Analizi*. Eskiřehir: Anadolu Üniversitesi Açıköğretim Fakültesi Yayınları

Eyübođlu, E. (2012). Markalar Sosyalleşiyor Ama Nasıl?. Markaloji (Ed: Filiz Otay Demir). İstanbul:Giza Yayıncılık.

- Other publications:

Eyüboğlu, Ezgi. (2013). Yer Altından Gün Işığına Bir Anti-Kahramanın Portresi. Roman Kahramanları Edebiyat Dergisi, April/January Ed.

Administrative Positions:

Institutional Coordinator, Maltepe University, International Relations Office,2016-

Awards:

TUBITAK Scholarship to pursue Phd studies (April, 2013-August 2013) Researcher at Lugano University Communication and Health Institute,Switzerland

Erasmus Scholarship (April, 2005-August 2005) Visitor Student at Buskerud University Collage, Norway

BA, MA and PhD Courses (Last two years):

	Code and Name of the Course	Hours	
		Theory	Practice
2016-2017 Fall Term			
	PRP 105 Methods of Scientific Research	3	0
	PRP 486 Health Communication	2	1
	PRP 271 New Media & Advertising	3	0
	PRP 217 Brand Communication Strategies	2	1
	PİL 520 New Trends in Advertising(MA)	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Spring Term			
	PRP 260 Persuasive Communication	3	0
	PRP 310 Advertising Campaign	3	2
	HİT 408 Reklam Razarlığı	3	0
	PİL 511 Reklam Yönetimi(MA)	3	0
	PRP 108 Introduction to Advertising	3	0
	PRP 360 Advertising Production		

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Fall Term			
	PRP 109 Introduction to Public Relations	3	0
	PRP 486 Health Communication	3	0
	PRP 453 Social Responsibility Campaigns	3	0
	PRP 271 New Media & Advertising	3	0
	PRP 277 Consumer Behavior and Marketing Practices	3	0
	PRP 105 Methods of Scientific Research	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2014-2015 Spring Term			
	PRP 260 Persuasive Communication	3	0
	PRP 210 Public Relations Research	3	0
	PRP 277 Consumer Behavior and Marketing Practices	3	0
	PRP 108 Introduction to Advertising	3	0