

## ASST. PROF. DR. GÜLSELİ AYGÜL ERNEK ALAN

Department of Public Relations and Publicity (Turkish)

### Contact:



aygulalan@maltepe.edu.tr



+90216 626 10 50 – 2726



Communication Faculty B 402

### Education:

Degree	Department	University	Year
BA	Anthropology	İstanbul	1996
MA	Communication Sciences	Marmara	2007
PhD	Public Relations	Marmara	2011

### Academic Positions:

	Field	University	Year
Assistant Professor	Department of Public relations and Publicity (TR)	Maltepe	2012
Associate Professor			
Professor			

### Theses Supervised:

- *Master Thesis:*

ÖRNEK METE, (2016). **Marketing strategies for branded real estate projects: Analysis of Sur Yapı**, Maltepe Üniversitesi->Sosyal Bilimler Enstitüsü->Halkla İlişkiler ve Tanıtım Anabilim Dalı

AKSOY BÜŞRA, (2015). **A study about the consumers reasons for buying luxury brands:Vakko case study** Maltepe Üniversitesi->Sosyal Bilimler Enstitüsü->Halkla İlişkiler ve Tanıtım Anabilim Dalı

ERYILMAZ EDA, (2014). **The reflections of coaching to individuals in the postmodern era,** Maltepe Üniversitesi->Sosyal Bilimler Enstitüsü->Halkla İlişkiler ve Tanıtım Anabilim Dalı

CEBECİOĞLU GÜL, (2013). **The application example of organizational form of local authorities public relations unit Üsküdar Municipality,** Maltepe Üniversitesi->Sosyal Bilimler Enstitüsü->Halkla İlişkiler ve Tanıtım Anabilim Dalı

**- PhD Thesis:**

Müge Özgür Doğanç, **A Research on Institutional Reputation Perceptions of Universities,** Maltepe Üniversitesi / İletişim Fakültesi / Halkla İlişkiler Ve Tanıtım Bölümü / Halkla İlişkiler Ve Tanıtım Anabilim Dalı (Dr)/ (Devam Ediyor)

Fikret Soner, **Gastrodiplomacy Studies of Turkey at the border of International Public Relations,** Maltepe Üniversitesi /Sosyal Bilimler Enstitüsü/Halkla İlişkiler Ve Tanıtım (Dr)/ (Devam Ediyor)

Ayşe İpek Demircioğlu, **The Role of Marketing Aesthetics in Consumer Perceptions When Creating the Store Image: H & M Example,** Maltepe Üniversitesi /Sosyal Bilimler Enstitüsü/Halkla İlişkiler Ve Tanıtım (Dr)/ (Devam Ediyor)

**Publications:**

**- Articles published in internationally refereed journals:**

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

ERNEK ALAN AYGÜL,EYÜBOĞLU EZGİ (2012). **Generation Y consumers in Turkey: are they really social media nerds or pretend to be?.** 11th International Marketing Trends Congress.

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

**- Articles published in national refereed journals:**

**- Papers presented at national scientific meetings / published in proceedings books:**

ALAN GÜLSELİ AYGÜL (2016). **New Generation Universities in Turkey.** Maltepe Üniversitesi İletişim Fakültesi Dergisi, 3(2), 105-118.

ALAN GÜLSELİ AYGÜL (2016). **Research For Understanding Emotional Intelligence Literacy Through Advertisements.** *Öneri Dergisi*, 12(46), 261-276., Doi: 10.14783/od.v12i46.1000010014 (Kontrol No: 2866392)

ERNEK ALAN AYGÜL (2011). **A Success Story: Most Spoken About The Newspaper - "POSTA".** *Marmara Üniversitesi İletişim Dergisi*(18), 1-14.

ERNEK ALAN AYGÜL, SUNGUR ELIF (2007). **The Reflection of Corporate Cultural Identity in Web Sites.** *Yeditepe İletişim Çalışmaları Dergisi*(5), 129-147

ALAN G AYGÜL (2007). **Documentary Films With Ethnographic Content Analyze Of Three Sample Documentary Films From Turkey,** *İstanbul Üniversitesi İletişim Fakültesi Dergisi*(29), 27-49.

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

ERNEK ALAN GÜLSELİ AYGÜL (2016) *"Special Area in Diplomacy: Gastrodiplomacy"* KAMU DİPLOMASİSİNDE YENİ YAKLAŞIMLAR VE ÖRNEKLER, Editör: Gaye Aslı Sancar, İstanbul: BETA Yayınları, ISBN:9786053335962.

ERNEK ALAN AYGÜL, (2015) *"Ganbot Diplomacy As Propaganda Tool"* Propaganda Algı İdeoloji ve Toplum İnşasına Dair İncelemeler Editör: Gürdal Ülger. İstanbul: BETA Yayınları, ISBN:978-605-333-356-2.

ERNEK ALAN G AYGÜL (2015) *"Social Media Use in Corporate Social Responsibility Studies"* KURUMSAL SOSYAL SORUMLULUK VE KURUMSAL İTİBAR, Editör: Yrd.Doç.Dr. Mine Demirtaş, İstanbul: Derin Yayınları, ISBN:9786054993284.

ERNEK ALAN G AYGÜL (2014) *"Looking at Kipling Brand Image"* İMAJ ÜRETİMİ, Editör: GÜZİN İLİCAK AYDINALP, İstanbul: Nobel Yayınları, ISBN:9786051337821.

ALAN GÜLSELİ AYGÜL (2010). *"Politics and Communication in Roman Period"*, SEÇENLERE VE SEÇİLENLERE POLİTİK DÜNYA, Editör: Ece İnan, İstanbul: Referans Kitapçılık, ISBN:9789944245364,

**- Other publications:**

**Projects:**

**Administrative Positions:**

2016 Head of Department / Maltepe University Communication Faculty  
Public Relations and Publicity

2015-2016 Head of Department / Maltepe University Communication Faculty  
Visual Communication Design

2014-2016 Vice Dean / Maltepe University Communication Faculty

**Membership to Scientific Organizations:**

**Awards:**

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

	Code and Name of the Course	Hours	
		Theory	Practice
2016-2017 Fall Term	HİT 216 Protocol and Relationship Management	1	2
	HİT 303 Event Management	1	2
	HİT 409 International Public Relations	1	2
	HİT 405 Graduation Project	2	6
	RST 368 Intercultural Communication	1	2

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Spring Term	HİT 222 Public Relations Research	1	2
	HİT 377 Strategic Management and Public Relations	1	2
	HİT 468 Campaign Analysis	1	2
	e-HİT 222 Halkla İlişkiler Araştırmaları	3	0
	HİT 405 Bitirme Projesi	2	6

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Fall Term	HİT 216 Protocol and Relationship Management	1	2
	HİT 303 Event Management	1	2
	HİT 409 International Public Relations	1	2
	HİT 405 Graduation Project	2	6
	RST 368 Intercultural Communication	1	2
	PİL 504 Strategic Public Relations Management	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2014-2015 Spring Term	HİT 216 Protocol and Relationship Management	1	2
	HİT 303 Event Management	1	2
	HİT 409 International Public Relations	1	2

	HIT 405 Graduation Project	2	6
	RST 368 Intercultural Communication	1	2