

## Res. Asst. KÜBRA KOBAN

### Personal Information

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### International Researcher IDs

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### Biography

I am a research assistant in the Department of Public Relations and Advertising at Faculty of Communication Sciences, Anadolu University. My research interests include social media, digital public relations, digital marketing.

I graduated from Department of Public Relations and Publicity at Faculty of Communication, Istanbul University in 2017. Later, I continued my education Public Relations and Publicity Master's Program with Thesis at Istanbul University. I completed my master's degree by defending my thesis in 2024. I continue my academic education Public Relations and Advertising Doctorate Program at Anadolu University.

### Education

Doctorate, Anadolu University, LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ, Public Relations and Advertising, Turkey 2024 - Continues

Postgraduate, Istanbul University, Institute Of Social Sciences, Public Relations and Publicity, Turkey 2018 - 2024

Undergraduate, Istanbul University, Communication Faculty, Public Relations And Publicity Department, Turkey 2013 - 2017

### Foreign Languages

English, B2 Upper Intermediate

### Certificates, Courses and Trainings

Other, Dijital Pazarlama ve Sosyal Medya, Kadir Has Üniversitesi, 2023

Foreign Language, Certificate of Achievement in English Level B2 (Upper-Intermediate), Amerikan Kültür Derneği, 2014

### Research Areas

Marketing, Strategic Marketing and Brand Management, Public Relations, Advertising and Acquaint, Communication Sciences, Communication Arts, Media 6 Communication Systems

### Academic Positions

## Metrics