

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 Information

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 Titles / Tasks

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