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Personal Information

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Education Information

Doctorate, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ, Turkey
2009 - 2015

Postgraduate, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ,
Turkey 1997 - 2001

Dissertations

Doctorate, Özel etkinlikler için genişletilmiş tüketici odaklı marka denkliği modeli önerisi, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ, 2015

Postgraduate, Pazarlama amaçlı halkla ilişkiler uygulamalarında Aygaz örneği, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ, 2001

Academic Titles / Tasks

Lecturer, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ, 2000 -
Continues

Academic and Administrative Experience

Anadolu University, 2013 - Continues

Courses

Halkla İlişkiler kampanyası tasarımı, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016,
2014 - 2015

Dönem Projesi, Postgraduate, 2019 - 2020, 2018 - 2019

Halkla İlişkiler Kampanyaları Analizi, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016,
2014 - 2015, 2013 - 2014, 2012 - 2013

Halkla İlişkiler, Undergraduate, 2019 - 2020, 2018 - 2019, 2012 - 2013

halkla ilişkiler teori ve uygulamalar, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Reklamcılık ve Halkla İlişkilere Giriş, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016,
2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010, 2008 - 2009

İletişim, Associate Degree, 2016 - 2017

Halkla İlişkilerde Teori ve Uygulamalar, Undergraduate, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014

İletişim, Undergraduate, 2015 - 2016

Reklamcılık ve Halkla İlişkilere Giriş B, Undergraduate, 2014 - 2015

Reklamcılık ve Halkla İlişkilere Giriş A, Undergraduate, 2014 - 2015

Articles Published in Other Journals

- I. **Özel Etkinlikler İçin Genişletilmiş Tüketici Odaklı Marka Denkliği Modeli Önerisi - Efes Pilsen Blues Festivali Örneği**
ÖZKOÇAK L.
İleti-ş-im, no.31, pp.297-326, 2019 (Peer-Reviewed Journal)
- II. **The First Step to Communication with Environmentally Responsible Consumer: Measuring Environmental Consciousness of Turkish Consumers**
TUNA Y., ÖZKOÇAK L.
ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES, vol.2, no.3, pp.131-147, 2012 (ESCI)
- III. **A Content Analysis: Environment Themes and Tools in Newspapers Advertisements**
Özkoçak L., Tuna Y.
ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES, vol.1, no.3, pp.1-13, 2011 (ESCI)

Refereed Congress / Symposium Publications in Proceedings

- I. **Yeni Medya/Dijital Medya Eğitiminde Kazandırılacak Yeterliliklerin İletişim Akademisyenleri Düzeyinde Önemlilik Derecesi**
ÖZKOÇAK L.
3rd International CICMS Conference, Aydın, Turkey, 20 - 22 April 2020
- II. **Sosyal Medya Eğitiminin Dünyada Nasıl Verildiğine İlişkin İçerik Taraması ve Özel Sektörün Beklentileri**
ÖZKOÇAK L.
1st International CICMS Conference, Aydın, Turkey, 4 - 05 May 2018, pp.681
- III. **The Evaluation of the Communication Strategies in Girl'xxs Education Social Campaigns**
ÖZTÜRK M. C., ÖZKOÇAK L.
International Conference on Research in Social Sciences, Humanities and Education, 20 - 22 May 2016, pp.347-351
- IV. **A Brand Extantion Story: From Hypothetical to Reality: Turkcell Superonline Case**
ÖZKOÇAK L.
Communication Empowement and Governance: The 21th Century Enigma, i-Come'xx14, Langkawi, Malaysia, 18 - 20 October 2014
- V. **How Can We Measure the Brand Value of Spacial Events and Set Its Measurement Constructs?**
ÖZKOÇAK L.
Bangkok International Conference on Social Science, Bankong, Thailand, 25 - 27 January 2013
- VI. **Beer in Senses: Efes Pilsen Case Study**
ÖZKOÇAK L.
Indonesia International Conference on Communication, Jakarta, Indonesia, 22 - 23 November 2010
- VII. **A Content Analysis: Environment Themes and Tools in Newspaper Advertisements, Doğuş Group Case**
ÖZKOÇAK L., TUNA Y.
International Conference on Communication and Environment: Transformation for a Sustainable Tommorrow, Penang, Malaysia, 9 - 11 December 2009
- VIII. **Communication Scienses Students'xx Attitudes Toward Brand Extentions**
ÖZKOÇAK L.

Business and Economics Society International, Acapulco, Mexico, 3 - 06 January 2009

- IX. **Executional Styles on Television Commercials: Lüzzer'xxs TV Archive - Best TV Commercials 2000-2005"**
KUTLU Ö., AYMAN M., ÖZKOÇAK L.
4th International Symposium Communication in the Millenium, Eskişehir, Turkey, 14 - 16 June 2006, pp.21-222
- X. **Social Campaigns Supporting Education As A Public Relations Tool: Characteristics Of Web Sites**
ÖZTÜRK M. C., ÖZKOÇAK L.
4th International Conference on Communication and Mass Media, Atina, Greece, 21 - 22 May 2006
- XI. **Social Campaigns Supporting Education As A Public Relations Tool In Characteristics Of Web Sites**
ÖZTÜRK M. C., ÖZKOÇAK L.
4th International Conference on Communication and Mass Media, 01 May 2006
- XII. **Executional Styles On Television Commercials Lüzzer s TV Archieve The Best Commercials 2000 2005**
KUTLU Ö., ÖZKOÇAK L., AYMAN M.
4th International Symposium, Communication in the Milennium, 14 - 17 May 2006
- XIII. **Legitimation of the Concept of "One Night Stand" in Commercials in Turkey: BEKO and OK**
ÖZKOÇAK L.
3rd International Symposium Communication in the Millenium, 11 - 13 May 2005, pp.429-438
- XIV. **Marketing Practioners'xx Perceptions, Strategies and the Uses of Marketing Public Relations in Turkey**
ÖZKOÇAK L.
1st International Symposium Communication in the Millenium, 19 - 21 February 2003, pp.455-476

Supported Projects

ÖZKOÇAK L., Public Relations and Social Media Applications of European Students, 2013 - 2014