

TEZ TAKİP TABLOSU - HALKLA İLİŞKİLER VE TANITIM Y.L.P

SIRA NO	MEZUNİYET YILI	TEZ SAHİBİ	DANIŞMAN	KONU	ANABİLİM DALI
1	2005	Kader DEMİRCİ	Prof.Dr.Ayseli USLUATA	Measurability of Sponsorship Effect: A Corporate Communication Perspective	Halkla İlişkiler YL
2	2006	Fatma Lebriz YÜKSEL	Asst.Prof.Dr.Altunay KIŞLALI	An Investigation of Publicity Activities of People's education in İstanbul	Halkla İlişkiler YL
3	2004	Pelin HÜRMERİÇ	Prof.Dr.Ayseli USLUATA	A Special Use of Pr:Corporate Social Responsibility	Halkla İlişkiler YL
4	2005	Özlem GÜLLÜOĞLU	Yard.Doç.Dr.Yusuf DEVRAN	Effects of tv Advertising on Children A Survey on Children in Kayseri	Halkla İlişkiler YL
5	2004	Bahtiyar Ahu HURŞUTAĞAOĞLU	Prof.Dr.Ayseli USLUATA	Knowledge Management Within The Context Of Business Organizations:The Case of Factiva	Halkla İlişkiler YL
6	2004	Gülşah AYDIN	Prof.Dr.Ayseli USLUATA	Public Relations Education:Implementation of EUPRERA PR Course Survey in Turkey	Halkla İlişkiler YL

7	2004	Nazlı ÖZCAN	Prof.Dr.Ayseli USLUATA	Measurability of Ethical Issues in Public Relations: A Global Communication Approach	Halkla İlişkiler YL
8	2004	A.Banu GENCER	Yrd.Doç.Dr.Yusuf DEVRAN	Shamping and Measuring the Corporate Image: A Case Study on the Imega of Norvartis Pharma- Turkey	Halkla İlişkiler YL
9	2007	Gözde DALAN	Prof.Dr.Ayseli USLUATA	Turkish Coffee: The Sustaining Power Of Interpersonal Communication	Halkla İlişkiler YL
10	2008	Betül BÜYÜKSOY	Prof.Dr.Ayseli USLUATA	CITY BRANDING:İSTANBUL CASE STUDY	Halkla İlişkiler YL
11	2008	Nadirabegüm MOMBKOVA	Prof.Dr.Mahmut OKTAY	The role of political campaigns in the process of political marketing:The case of AK PARTY (JUSTICE AND DEVELOPMENT)	Halkla İlişkiler YL
12	2008	Seyitbek TİLLEKOV	Prof.Dr.Yusuf DEVRAN	Galatasaray brand identity positioning:Can it be a model for kyrgystan?	Halkla İlişkiler YL
13	2008	Fatma EMEN	Prof.Dr.Yusuf DEVRAN	EUROPEAN CAPITAL OF CULTURE CONCEPT:İSTANBUL 2010 PROCESS AND ACQUISITIONS	Halkla İlişkiler YL
14	2008	Sanem SOFUOĞLU	Asst.Prof.Dr.Ayşe BİNAY	AN EXPLOEATORY INVESTIGATION OF THE COMPARATIVE COMPETENCY OF PUBLIC RELATIONS AND ADVERTISING IN TERMS DISSEMINATION OF INFORMATION	Halkla İlişkiler YL

15	2009	Seyhan KAYHAN KILIÇ	Prof.Dr.Ayseli USLUATA	Similar symbols and Discourse in Alevism and Sunnism:A case study in two anatolian Villages	Halkla İlişkiler YL
16	2010	Sevilay Ulaş	Doc. Dr. Yusuf Devran	Print Media Advertorials and Ethical Dimensions	Halkla İlişkiler YL
17	2011	Burcu AKI	Yard.Doç. Dr. Ayşe BİNAY	THE CRİTERİA OF CREATIVE ADVERTİSİNG İN TURKEY	Halkla İlişkiler YL
18	2011	Ege KARARAYA ALPEREN	Yard. Doç. Dr. Ayşe BİNAY	CULTURAL ADAPTATION OF ADVERTISEMENTS	Halkla İlişkiler YL
19	2011	Zeynep ÇOLAK	Yrd. Doç. Dr. Banu BIÇAKÇI	PERSUASIVE STRATEGIES USED IN SOCIAL MEDIA: A CASE STUDY ON TURKCELL, THE LEADING TURKISH TELECOMMUNICATION COMPANY	Halkla İlişkiler YL
20	2012	Özlem AKBÜLBÜL	Yrd. Doç. Dr. Ayşe BİNAY KURULTAY	Children & Consumption Identifyingng Preschool Children's Consumption Behavior With: Individual, Environmental (Family) and Television Viewing (Advertisements) Determinants	Halkla İlişkiler YL
21	2013	Elmas Sahra ÖZTÜRK	Yrd. Doç. Dr. Ayşe Banu BIÇAKÇI	The PR 2.0 Usage and Utilization in Resource Finding of Woman Aid Oriented Non Profit Organizations in Turkey	Halkla İlişkiler YL
22	2014	Nazlı ÇETİN	Yrd. Doç. Dr. Banu AKDENİZLİ UZTÜRK	Digital Sovereignty: Study of Political Parties' Twitter Account According to Dialogical Communication in 2014 Local Elections	Halkla İlişkiler YL

23	2016	Zehra Cansu RENDECI	Doç. Dr. Banu AKDENİZLİ	The Success Behind Zumba: A Dialogic Approach to Engaging Strakeholders	Halkla İlişkiler YL
24	2017	Lou Telisa JUGET	Doç. Dr. A. Banu BIÇAKÇI	How a City Brand Identity Strategy is Set Up and Disclosed in The Traditional and Digital Media: The Identity, The Image and The Message	Halkla İlişkiler YL
25	2017	Cansu ÖRGÜN	Doç. Dr. A. Banu BIÇAKÇI	CSR Disclosure: A Comparison of The Most Reputable Turkish and Multinational Corporations	Halkla İlişkiler YL