



SCHOOL OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim , For a Change In Your Life

News from IGU

World universities were ranked according to their "Power of Impact": Istanbul Gelisim University has ranked 24th in Quality Education in the world and 1st in Turkey!

An organization ranking and evaluating world universities, Times Higher Education's (THE) Impact Ranking 2021 results have been announced. In the ranking, Istanbul Gelisim University (IGU) has ranked 24th to provide the highest quality education among the universities in the world, and achieved a great success.

Referring to the importance of the ranking done by London-based higher education rating agency Times Higher Education (THE) for higher education institutions, Abdülkadir Gayretli, the Chairman of the Board of Trustees of Istanbul Gelisim University, reminded that they succeeded in being 96th among the first hundred universities in the world in the category of "Quality Education" last year and said: "We continue our claim in the Quality Education category. While we were ranked 96th in the world in the same category last year, our ascending 72 steps and placing in the 24th place shows that we have achieved our goals. We are both motivated and proud that all our work we carry out for the sustainable development of the society are evaluated and appreciated by Times Higher Education (THE), one of the world's most respected international higher education rating institution.

We have been crowned once again at the international level in quality in education and we will continue our success by aiming to rank among the top 10 universities in the world in the coming period."

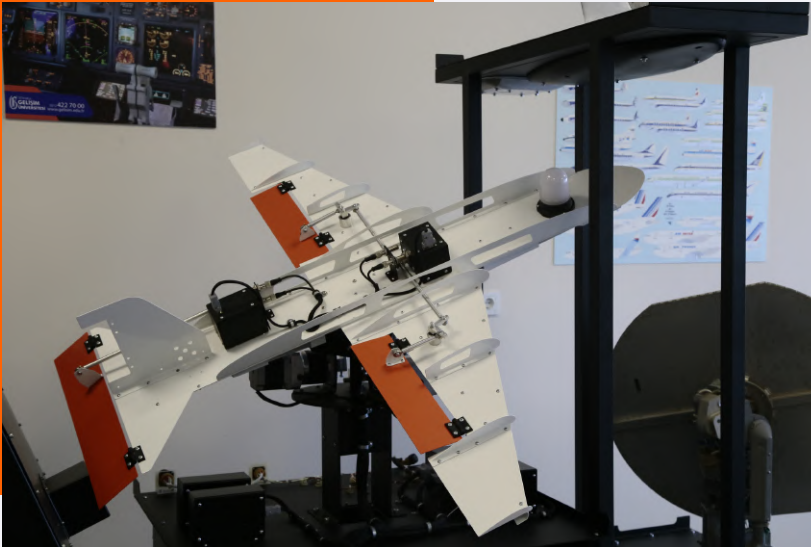


News from SoAS

SoAS is Entitled to Get "SHY-147 B2 Avionics" Authorization

As a result of the civil aviation commission meeting between the Directorate General of Civil Aviation and Council of Higher Education, entitling to get the "B2 Avionics-Recognized School Approval Certificate" is obligated to organizations for leveling up the education in civil aviation. In this context, Istanbul Gelisim University, School of Applied Sciences was entitled to get "A1 Aeoroplanes Turbine-Recognized School Approval Certificate" on April 25, 2018. For the additional authorization request, "B2 Avionics-Recognized School Approval Certificate" pursuant to SHY-147 is given on April 9, 2021 after the supervision, from March 31 to April 1, 2021. The Department of Aircraft Avionics students will be able to get an "Recognized School Graduate Certificate" in addition to their diplomas.

Istanbul Gelisim University, School of Applied Sciences, Department of Aircraft Avionics aims to raise "Qualified Aircraft Avionics Personnel" for the requirements of maintenance, repair, and renewal in the aviation sector that is fast-grown both in Turkey and in the World. As the department has "B2 Avionics-Recognized School Approval Certificate" of SHY-147 given by the Directorate General of Civil Aviation, the curriculum contains not only avionics courses but also technician training courses according to European Union Aviation Safety Agency (EASA).



News from SoAS

Pilotage and Aircraft Avionics Departments Will Open in SoAS!

The Council of Higher Education has approved the opening of the Department of Pilotage and Department of Aircraft Avionics under the roof of School of Applied Sciences.

Intended for covering the needs and expectations in the aviation sector, future students of the Department of Pilotage and Department of Aircraft Avionics will be raised professionally as highly equipped to the sector and interiorized to ground safety rules according to the Directorate General of Civil Aviation regulations.

School of Applied Sciences continues to contribute raising human resource to aviation sector with enriching both the quality of education and educational contents by having the Departments of Pilotage and Aircraft Avionics that are entitled to get SHY-47 approved "B2 Avionics-Recognized School Certificate" by the Directorate General of Civil Aviation as well as having Civil Aviation and Aircraft and Maintenance Repair Departments.



News from SoAS

We Are on Social Media too!

We are, as School of Applied Sciences, taking part in social media that is one of the musts in the current digital age.

Under the coordinatorship of Assoc. Prof. Yıldız Derya Birincioğlu, head of the Television Reporting and Programming Department, you may follow our social media accounts on Instagram, Twitter, and YouTube to follow up-to-date information and rich content about all of our departments and School of Applied Sciences.

School of Applied Sciences Social Media Accounts:



SoAS Welcomes Three New Departments!

We welcome new students to the *Departments of Information Security and Technology*, *Departments of Electronic Commerce and Management*, and *Departments of Digital Game Design* in 2021-2022.

While leading the higher education in Turkey under the roof of School of Applied Sciences with innovative courses, we will determinedly continue contributing both sector and academia with raising leader graduates in their areas along with the newly opened departments and high-level education standards.



Academic Articles

The Article Entitled "COVID-19 and Distance Learning" Has Been Published in the Journal of Kesit Academy

From the Department of New Media and Communication, Asst. Prof. Şebnem Gürsoy Ulusoy's research article that examines the process of distance learning, has been published in the 26th issue of The Journal of Kesit Academy in March, 2021.



EDİTÖR

Prof. Dr. Özcan BAYRAK

EDİTÖR YARDIMCILARI

Ars. Gör. Hasan KIZILDAĞ
Uzm. Çiğdem ŞAHİN

Year: 7, Number: 26, March, 2021
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As a result of the research, it is seen that 52 participants participating in the study stated that they experienced access difficulties due to the lack of technological infrastructure and Internet problem in the distance education system. Additionally, it is concluded that this situation of young people who are in the process of distance education does not affect their family and friend relations negatively.

When all these points are taken into consideration, it is seen that the distance education process is a satisfactory education process especially for the young people. It is observed that the absence of students in the school and classroom environment does not negatively affect their dialogue and communication with their friends. Finally, it is perceived that the young university students have been easily integrated into the distance education process

For reading the full version of this study, please visit

<https://kesitakademi.com/?mod=tammetin&makaleadi=&key=49853>

Academic Articles

The Research Article Entitled "The Impact of Servant Leadership and Diversity Management on Project Success in Multicultural and Multinational Organizations: An Application in Dubai" Has Been Published in International Journal of Management and Social Researches



Co-written study of Asst. Prof. Hande Ayhan Gökcek, Department of Information Management Systems, Prof. Dr. Ahmet Tuğrul Savaş, and Ph.D. student Özgür Ertem, has been published in the 15th issue of International Journal of Management and Social Researches in 2021 and examines the multicultural and multinational working environments. The main concern of this study is to analyze the impact of servant leadership behaviors of the leaders on the project success in multicultural and multinational working environments. In addition, the relationship between these leaders' support on diversity management and the project success has also been studied. The research has been conducted in Dubai, a city and an emirate in the United Arab Emirates where more than %85 of the population is expats from all over the world. The sample was selected from the knowledge workers (white collar) who have been working in project teams.

In the study, 14 hypotheses out of the 20 that were accepted and 6 of them were rejected meaning that the success rate is %70 in terms of both servant leadership impact and the level of leadership support on diversity management on the project success in Dubai.

For reading the full version of the article, please visit <http://www.uysad.com/?SyfNmb=1&pt=Last+Issue>

Academic Articles

The Research Article Entitled "Is the Level of Technology That Countries Have the Leverage of Economic Success? Developed Countries Example" Has Been Published in Bankers Journal

Department of International Trade and Financing, Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ's article entitled "Is the Level of Technology That Countries Have the Leverage of Economic Success? Developed Countries Example" has been published in the 116th issue of the Bankers Journal in April, 2021. The aim of the study is to examine the level of technology that countries have affected their economic success as economic growth performance in terms of different sectors of countries.

The conditions for the success of the company, industry and the country's economy included factors such as economies of scale, price, quality, capacity and cost. Together with the Industrial Revolutions, technological developments have brought to the fore high value-added production, the innovation-based economy shaped by the variety and time of the products produced. However, it has been suggested as a policy proposal that a growth-only fetish perspective is not enough to increase the well-being and happiness of the general population, as well as that new mechanisms should be put in place that take more care of the division relations.



Makale

Dr. Öğr. Üy. Çiğdem Yazıcı
Atil Kortomondova Çelişmesi Akademi Hakkında Davası
(İİK m. 308b)

Dr. Öğr. Üy. Ali Çelik/Arş. Gör. Nuran Akdağ
Ülkelerin Sağlık Okulunu Teknoloji Düzeyi Ekonomik
Büyüme Kaldırması mı? Çelişmesi Üzerine Öneri

Dr. Esra Alp Coşkun
Reklamci İhtiyaç Değişiminin Evrimi ve Bilgiye Kayıplar

Hande Kabak
"Türkiye'nin Sektörüne Yönelik Yeniden Yapılandırma Programı"
Sınırsız Kamu Bankalarının Etkinliklerini Veri
Zarflama Analizi (VZA) ile Değerlendirilmesi

Bankacılık

Nispetiye Bankası/Mustafa Aydın
NeoBank Kavramı, Gelişim ve İş Modeleri

Dr. Uluk Dalı
Tarih Kurullarında Müfettişlerin Yetiştirilmesine İlişkin
Bir Öneri: E-Mentorluk

SAYI 116 MART 2021

BANKACILAR

For reading the full version of the article, please visit

<https://www.tbb.org.tr/tr/bankacilik/arastirma-ve-yayinlar/bankacilar-dergisi/detay/91>

Academic Articles

The research article entitled “Current Approaches on the Ideas of Buyer Behaviour School: A Literature Review” of Res. Asst. Onur Türker, Department of Logistics Management, has been published in Journal of Business and Economics

Department of Logistics Management, Res. Asst. Onur Türker’s research article entitled “Current Approaches on the Ideas of Buyer Behaviour School: A Literature Review” has been published in Journal of Business and Economics in the first issue in April, 2021.



In the historical development of marketing, many schools of thought have emerged that guide the development of marketing thought. As of the century, the development of technology has significantly influenced the purchasing behavior of customers, which has led to an expansion in the content of topics of interest to these schools of thought. As a result of the research, not only the last years of the study in the field of the subjects covered by the recipient behavior school has been evaluated, but also today's last point of the marketing school's thinking has been determined.

For reading the full version of the article, please visit <https://dergipark.org.tr/tr/pub/iicder/issue/61002/862462>

For reading the full version of the article, please visit
<https://dergipark.org.tr/tr/pub/iicder/issue/61002/862462>

Academic Articles

“Evaluation of Public Relations Curriculum on Student and Sector Expectations: A Research on Istanbul Province” has been published in Gumushane University e-Journal of Faculty of Communication

Co-written article entitled “Evaluation of Public Relations Curriculum on Student and Sector Expectations: A Research on Istanbul Province” of Prof. Dr. Ebru Özgen, R.A. Engincan Yıldız from the Department of Public Relations and Advertising, and Lect. İrem Aydoğdu has been published in Gumushane University e-Journal of Faculty of Communication as the first issue of April, 2021.

The study was carried out in 2 different samples conducted with 44 public relations students about public relations education and curriculum with a semi-structured in-depth interview method and 11 public relations managers were interviewed about public relations education and curriculum. In the findings of the study, the importance of foreign language, practical and theoretical knowledge for a good public relations education was revealed.



For reading the full version of the article, please visit
<https://dergipark.org.tr/tr/pub/e-gifder/issue/61069/826181>

Academic Books

The Book Entitled "Artificial Intelligence and Media" Has Been Published

With editorship of Asst. Prof. Ferhat Zengin from Television Reporting and Programming Department and Bahadır Kıpır, the book "Artificial Intelligence and Media" has been published in Doruk Publishing

In the book which studies the reflections of the artificial intelligence technology that is taking an important role in the transformation of the society in communication sciences, journalism, public relations and advertising, radio, television, cinema, and new media areas containing works of Head of the Television Reporting and Programming Department, Assoc. Prof. Yıldız Derya Birincioğlu's and Asst. Prof. Zeynep Burcu Şahin, Department of Public Relations and Advertising, have taken place.

Assoc. Prof. Yıldız Derya Birincioğlu's book chapter "Posthumanist Coding in Wetware Cyborg Movies: Marginalization" aims to interpret the projections of posthumanist point of view in cinema that centers the mechanic universe understanding formed by artificial intelligence, cyborg, android, avatars, and robots.

In Asst. Prof. Zeynep Burcu Şahin's chapter entitled "The Evaluation of Artificial Intelligence within the Context of Ethics" the artificial intelligence and its practices have been studied in terms of the ethics and the relationship among them has been stated.



Academic Books

The Book Chapter Entitled "Organizational Commitment Leadership Relationship" Has Been Published

The book chapter of Asst. Prof. Dursun Boz, Information Management Systems Department, entitled "Organizational Commitment Leadership Relationship" has taken a part in "Commitment in Organization" book that is published by an international publishing house, Eğitim Publishing, under Cengiz Duran, Şerafettin Sevim, and Sezer Budak's editorship.

In Asst. Prof. Boz's chapter, the importance of commitment and leadership in terms of the continuation of the organizational activities' sustainability, globalization, competition, and communication technologies have been emphasized. Also, the way of succeeding in goals under the competition is to convert into innovation, creative opinions and thoughts that are underlined. In the study, it is stated that having skilled labour in the organization's competition has been important and the rising labour power helps rising the quality of work thanks to their commitment to the organization.



Congresses

Asst. Prof. Canan Tiftik and Asst. Prof. Özge Turhan Attended the *International Symposium on Social Sciences and Educational Sciences Conference*



Asst. Prof. Canan Tiftik, Department of Management Information Systems, and Asst. Prof. Özge Turhan, Public Relations and Advertising Department, presented their mutual paper entitled "The Impacts of Servant Leadership Administration Model On the Companies Performance: Gököy State Hospital Case" in the *International Symposium on Social Sciences and Educational Sciences Conference (USVES)* was held on April 11, 2021 with online participation.

Companies, operations need leaders to succeed in their fields, and to be able to improve themselves in an intense competitive environment. Asst. Prof. Canan Tiftik and Asst. Prof. Özge Turhan concluded that the servant leadership method is a brand new one that has also started to apply in the health sector. Healthcare organizations that adopted the servant leadership method achieve further serving as well as faster and more efficient solutions to any problems.

Congresses

Asst. Prof. Zeynep Burcu Şahin Attended *International Symposium on Social Sciences and Educational Sciences Conference*



Asst. Prof. Zeynep Burcu Şahin, Public Relations and Advertising Department, presented her paper entitled "A Critical Approach to Social Media: Social Media as an Economic and Political Power" in the *International Symposium on Social Sciences and Educational Sciences Conference* (USVES) was held on April 11, 2021 with online participation.

This study aims to look at social media with a critical eye in terms of the alteration and transformation of social media from social, economic, and political perspective. In the paper, it is concluded that with the social media platforms that are both economic and political sectors, it is necessary to evaluate the protection of personal data that are examined by the social media companies about supervising.

Congresses

Asst. Prof. Canan Tiftik and Asst. Prof. Özge Turhan Attended *International Congress of Academic Research*

Asst. Prof. Canan Tiftik, Department of Management Information Systems, and Asst. Prof. Özge Turhan, Public Relations and Advertising Department, presented their co-written paper entitled "Is the analysis of the Effect of Talent Management's Organizational Commitment, Job Satisfaction, and Organization Culture Converter or Alteration?" in the *International Congress of Academic Research (ICAR)* was held on April 19-20-21, 2021 with online participation.

The study that underlines the terms talent and talent management have been prominent in human resources management, it is also emphasized that talent management has emerged due to required skilled labor. In this sense, it is underlined that talent management has become one of the significant parts of organizational commitment, job satisfaction, and organizational culture.



ICAR
ULUSLARARASI AKADEMİK
ARAŞTIRMALAR KONGRESİ
INTERNATIONAL CONGRESS OF ACADEMIC RESEARCH

19-20-21
NISAN 2021

ONLINE

www.icarcongress.org

Events

"The Future of School of Applied Sciences Departments after Pandemic" Session Was Being Held

Under the co-partnership of School of Applied Sciences and Istanbul Gelisim University Continuing Education Center, "The Future of School of Applied Sciences Departments after Pandemic" session was being held.

The session entitled 'The Future of School of Applied Sciences Departments after Pandemic' was held online on Google Meet on April 9,2021 with the contribution of Acting Manager of School of Applied Sciences Asst. Prof. Hilal Kılıç and heads of the departments, under the leadership of Manager of Continuing Education Center and head of the Public Relations and Advertising Department, Asst. Prof. Emel Tozlu Öztay.

Heads of the departments discussed the upcoming developments and innovative moves of the incorporating departments of School of Applied Sciences after the pandemic in terms of academic and sectoral management processes.

İSTANBUL
GELİŞİM
ÜNİVERSİTESİ

SEM

İstanbul Gelişim Üniversitesi

Uygulamalı Bilimler Yüksekokul Bölüm Başkanlarının Katılımıyla

**SÜREKLİ EĞİTİM MERKEZİ
SÖYLEŞİLERİ 13**

**Pandemi Sonrası
Uygulamalı Bilimler Yüksekokul
Bölemlerinin Geleceđi**

**Konuşmacı: Dr. Öğr. Üyesi
Hilal Kılıç**

İstanbul Gelişim Üniversitesi,
Uygulamalı Bilimler Yüksekokul Müdür Vekili

09.04.2021 11:00/12:00
Cuma

Dr. Öğr. Üyesi **Moderatör**
Emel Tozlu Öztay
Sürekli Eğitim Merkez Müdürü

Google Meet
meet.google.com/quc-mjss-tbp

Events

"In-company Training of Communication Skills" Training Program Was Being Held

"In-company Training of Communication Skills" training program was being held by Asst. Prof. Şebnem Gürsoy Ulusoy, New Media and Communication Department.

With the cooperation of Istanbul Gelisim University and Afyonkarahisar Provincial Directorate for National Education, "In-company Training of Communication Skills" training was being held to Afyonkarahisar Counseling and Research Center teachers on March 29, 2021 within the project of "1000 Schools in Vocational Training." Discussant Asst. Prof. Şebnem Gürsoy Ulusoy, New Media and Communication Department, attended the training that is being held online on Zoom and also 300 teachers and instructors attended the training.

İSTANBUL
GELİŞİM
ÜNİVERSİTESİ

Kurum İçi İletişim
Becerilerinin Geliştirilmesi
Mesleki ve Teknik Eğitimde 1000 Okul Projesi Kapsamında

Afyonkarahisar Rehberlik ve Araştırma
Merkezi Öğretmenlerine Yönelik

Tarih: 29.03.2021
Saat: 19:00

zoom

Dr. Öğr. Üyesi
Şebnem Gürsoy Ulusoy

gelisim.edu.tr

TV Interview

Asst. Prof. Sema Mercanoğlu Erin Evaluated the Growth in E-marketing to Tv Channel 24 TV

Asst. Prof. Sema Mercanoğlu Erin, Department of International Trade and Financing, gave an interview to tv channel 24 TV evaluating the increasing share of e-commerce due to pandemic.

Asst. Prof. Sema Mercanoğlu Erin observed the reflection of shopping practices due to the growth in the internet marketing sector. She stated that customers want to shop in their houses comfortably while avoiding shopping outside due to the danger of virus contamination. Additionally, previously having %52 market share, e-commerce has reached %72 market share thanks to the current conditions of pandemic humanity faces.

You may access to the full version of the interview,
<https://twitter.com/yirmidorttv/status/1379824537311842317?s=20>



Documentary Prize

Asst. Prof. Ferhat Zengin Took the Prize Home in the 13th ROFIFE International Short Film Festival

Asst. Prof. Ferhat Zengin, Department of Television Reporting and Programming, won the prize of third place in the documentary category of the 13th ROFIFE International Short Film Festival which was carried out in Adana in 2021.

In the festival, containing 376 films, 184 of them are overseas, the producer Asst. Prof. Ferhat Zengin and the director Bahadır Kıpır of "Enchanted Lighthouse Keepers (in Turkish; Büyülü Fener Bekçileri)" won the third place in documentary category refereed by a jury community composed of 13 academicians, producers, and directors.

"Enchanted Lighthouse Keepers" whose scriptwriter and producer is Asst. Prof. Ferhat Zengin, competed in many festivals and won many prizes. The documentary takes place in 7 different cities and the plot summary following: Yesilcam is the name of the screenwriters whose lives are constantly written, the directors who live between the light and the dark, the stars who shine light on the lives they touch and the films that live in the back streets of Beyoglu, where we are sometimes, we are crying, sometimes we are happy, laughing.



News from Our Alumni

Hello! I am Berk Özbiçak, graduated from Television Reporting and Programming Department, School of Applied Sciences, Istanbul Gelisim University in 2019. Thanks to internships which were both obligatory and voluntary during my education process, I had many working opportunities in the sector. After the internship, I started to work in "Uçankuş TV." My tabloid cameraman journey took one year in my 3rd year in the department.

After my graduation from School of Applied Sciences, I decided to focus on the new media and advertising area that I studied. I am currently "Social Media Specialist and Digital Marketing Manager" of an advertising agency. Apart from this position I'm holding, my friends from the university and social circle and I have established our own advertising agency and expand our business share day by day. In this way, we benefited from School of Applied Sciences, in Istanbul Gelisim University and department scholars' invaluable information and guidance in the power of communication in terms of both the broadcasting sector and media and pressing sector. I frankly apply what is taught in my departmental courses especially by the head of the Department, Assoc. Prof. Yıldız Derya Birincioğlu relating advertisement strategies.

I would like to say that the students of Istanbul Gelisim University and the ones who will prefer taking part in are so lucky.

Because you can be sure that by combining the theoretical and the practical courses with work experiences in terms of the media sector's requirements, you will not feel the stress of unemployment. I have been employed within two months, and keep getting job offers.

If I speak for myself, I am reaching both material and spiritual satisfaction with directing a growing digital media and advertising network. My advice to students and future colleagues is to utilize the necessity of the system and the bachelor's education. In this path, our professors in the department are our mentors who are influencing and leading our careers. I would like to thank both School of Applied Sciences family and the Television Reporting and Programming Department professors for their invaluable contribution.

Berk Özbiçak- Graduate of Television Reporting and Programming Department



Upcoming Events

“Social Responsibility Project of Entrepreneur Mothers Academy” Begins!

Led by Public Relations and Advertising Department professors, training series will be given to mothers about entrepreneurship between the dates May 20 to May 30, 2021.

The training series of “Social Responsibility Project of Entrepreneur Mothers Academy,” involves supporting mothers of 0-12 years old or who want to be moms who are residents of Avcılar about entrepreneurship. In this sense, the modules have been established according to needs in entrepreneurship.

The training modules as follows:

By Asst. Prof. Emel Tozlu Öztay:
Public Relations and Advertising Training
Basic Communication and Rhetoric Training

By Asst. Prof. Sinem Eyice Başev;
Social Media Management Training
Image and Reputation Management Training

By Asst. Prof. Sevinç Koçak;
Brand Management/Branding Training
Entrepreneurship Training

By Asst. Prof. Zeynep Burcu Şahin;
Brand Management/Branding Training
Entrepreneurship Training

*Candidates may apply to Municipality of Avcılar and Istanbul Gelisim University Continuing Education Center until the 20th of May, 2021.

GİRİŞİMCİ ANNELER AKADEMİSİ SOSYAL SORUMLULUK PROJESİ BAŞLIYOR

Kapsam

0-12 yaş arası çocuk sahibi olan Anadolü Akademi üyeleri, emekle sabırla bir süre sonra kurulan işletmelerde öğrenim almaya istekli olan kadınlar için eğitimler düzenlenecektir. Eğitimler 20 Mayıs'tan itibaren başlayacaktır. Okulda bulunan diğer kadınlar da bu eğitimlere katılmaya hak kazanacaktır.

Amaç

Girişimci Anneler Akademisi Sosyal Sorumluluk Projesi ile, her hafta bir akşam girişimci anneler arası kapsamlı konuların ele alınarak, girişimci annelerin iş hayatlarında karşılaşabilecekleri sorunları çözmeye yardımcı olacak eğitimler düzenlenecektir. Akademi Beldeye Kadın Dayanışma Merkezi ve İGÜ Toplumal Çözüm Araştırma Merkezi tarafından gerçekleştirilen eğitim serisinin düzenlenmesi amacıyla hazırlanan bu eğitim serisi, hem kadınların iş hayatlarında karşılaştıkları sorunları çözmeye yardımcı olacaktır hem de eğitim serisinin düzenlenmesi için hazırlanan eğitim materyalleri ile birlikte kadınların iş hayatlarında karşılaştıkları sorunları çözmeye yardımcı olacaktır.

20-30
MAYIS 2021



ONLINE
EĞİTİM



Proje Eğitim Kapsamı ve Esasları

Haftalık İlişkiler ve Akademi Eğitimi - Dr. Öğr. Üyesi Emel Tozlu Öztay (15 saat)

Yenim İletişim ve Retorik Eğitimi - Dr. Öğr. Üyesi Emel Tozlu Öztay (15 saat)

Sosyal medya yönetimi Eğitimi - Dr. Öğr. Üyesi Sinem Eyice Başev (15 saat)

İmaj ve itibar yönetimi Eğitimi - Dr. Öğr. Üyesi Sinem Eyice Başev (15 saat)

Marka yönetimi/Markalaşma - Dr. Öğr. Üyesi Sevinç Koçak (15 saat)

Girişimcilik Eğitimi - Dr. Öğr. Üyesi Sevinç Koçak (15 saat)

Kız İletişim Eğitimi - Dr. Öğr. Üyesi Zeynep Burcu Şahin (15 saat)

Lojistik Eğitimi - Dr. Öğr. Üyesi Zeynep Burcu Şahin (15 saat)

16 Saatlik Proje Yönetimi - Dr. Öğr. Üyesi Zeynep Burcu Şahin (16 saat)

16 Saatlik Proje Yönetimi - Dr. Öğr. Üyesi Zeynep Burcu Şahin (16 saat)

16 Saatlik Proje Yönetimi - Dr. Öğr. Üyesi Zeynep Burcu Şahin (16 saat)

***Sosyal Sorumluluk Projesi Kapsamında Eğitimler online olarak tamamen gönüllülük esasına dayalı şekilde gerçekleştirilecektir.**

***Eğitimlere %30 devam zorunluluğu olacaktır.**

***Eğitimler İstanbul Gelisim Üniversitesi Sosyal Sorumluluk Merkezi tarafından düzenlenecektir.**

***Eğitim serisinin düzenlenmesi için hazırlanan eğitim materyalleri ile birlikte kadınların iş hayatlarında karşılaştıkları sorunları çözmeye yardımcı olacaktır.**



Proje Organizasyonu İstanbul Gelisim Üniversitesi Uygulamalı Bilimler Yüksek Okulu Sağlık İlişkiler ve Retorik ve İletişim Bilimi ve Akademi Beldeye Kadın Dayanışma Merkezi Tarafından Yapılmaktadır.

Interview

Founder of halklailiskiler.co and Walther Kranz: Bilal Boğa:

Communication will be needed more than ever...

Dear Bilal Boğa, how would you introduce yourself to our readers?

Initially, I would like to thank you for your kind invitation. I graduated from the Communication, Design Department, Faculty of Art and Design, Yalova University. As a communication graduate, I found my dream job in the public relations area after many years of searching. I started my professional work life as the editorial management in Trip Journal. After years of working in Brandwork Communication and InGame Group, I have started my dream job journey. Currently, I pursue my career as co-founder of Walther Kranz communication agency and Halklailiskiler.co's executive editor. I am also Anadolu Efes fan and uncle of 8...

What is the reason for choosing the communication education and communication sector?

I have been interested in communication for years, even in secondary school, I was into Radio, TV, and cinema departments. In high school, I started interested in advertising. I started to work as an intern in a gaming platform "Multiplayer.com.tr." I remembered calling the owner of the company for employment throughout two months. Those are the start points for my journey, but my biggest spurt is in my bachelor's. After years of internship and project participation, I started to work in Trip Journal as editorial management. Murat Arda and I worked together in those years. Meanwhile, Trip Journal is my first and major spurt.



Interview

Would you describe your studies within Walther Kranz and the philosophy behind it?

We stepped into this sector via Walther Kranz agency which is a product of our plans as a team. From the sector, I have been planning to work with Samet Özerci. Pandemic conditions prepared this groundwork and we moved our preparations to Walther Kranz. As an agency, we are managing the process of the brand's PR, social media, and all digital processes. Our customer brands include Rolls-Royce Motor Cars Istanbul, Lotus Turkey, Royal Motors, global gaming company Warface, Publishme, The Socrate, Solyze, and Bittoo.

The philosophy behind the Walther Kranz is its working system. Our motto is "Ideas, contents, results." We imagine, create, and see the results. Apart from having a young team, our strongest is to be users as our customers. I should say we are using almost all the media. We watch TikTok videos and follow YouTube trends, watch Twitch broadcasters. We consume what we produce. Eventually, these ease the way we produce an "idea" according to our philosophy behind our agency.

How does "halklailiskiler.co" rise and develop?

Before establishing "halklailiskiler.co," as co-founders, we were working for establishing a sectoral association. This is a project uniting public relations students nationally in Turkey. We were taking part in various activities and supported the establishment until the establishment repealed itself. From the project groups, Neslihan Savaş, Öykü Deniz Çam and I planned to keep in contact. We had many ideas but looking for more dynamic ones. After many meetings, we decided to establish a sectoral company called "halklailiskiler.co." Since December 2019, we have been creating content as "halklailiskiler.co Academy" to university students, as "ik.halklailiskiler.co" to agencies and sectoral professionals, and as "Voice of Brands" to corporate brand agents. We have become one of the important content creators in our journey that have started recently.



Interview

What would you say about the transformation of communication studies in a pandemic?

Via this interview, I would like to extend my deepest condolences to Selin Batı Oran and his family for our loss due to Covid-19. May rest in peace Berke Oran who was the owner of the Piar Communication Agency.

We were so lucky compared to other sectors such as the communication sector. This sector has acted so fast as an innovative approach from the beginning of the pandemic. Additionally, journalists have started to work online and brands have started to make launches on YouTube and Zoom platforms. This transformation is inevitable and obvious but due to the pandemic, this transformation had to be so quick and radical. At this point, there are two important aspects. As a quick reaction to this transformation, our media has to welcome the process of new rules. Thanks to the pandemic, the adaption, and development of the sector have been prominent. As in other sectors, the communication sector has realized the cost of physical establishments and meetings so that the effect of the pandemic will eventually affect the administration. I would like to express that we wish this pandemic will end soon and I wish for a return to our previous working conditions.

How do you visualize the future of the communication sector?

I would like to underline that communication will be more prominent than ever. All e-commerce companies that work online from small businesses to million-dollar companies require communication. In this sense, our profession's worth and perception are rising. I have positive insights for the future of this sector. As the communication sector will be shaping the digital sector rather than taking only a part, it is estimated that communication will be the management science of both corporate brands and personal boutique owners' development.

What would you say about the contribution of the prudential of communication, public relations, and advertising areas to university curriculums?

In recent years, with the contribution of faculties to the sector, the relationship between sector and academy has been strengthened. Many universities such as renowned Istanbul Gelisim University, have produced many projects for sectoral connection. We witness a close relationship between academic studies and digital processes. The only effective way is to develop in public relations and communication is connecting to agencies and brands. The lack of practical education makes finding a position for graduates even harder. However, agencies, in contrast, give priority to skillful and fully equipped workers who have more practical education.

Interview

We have to admit that some agencies seek internship experience while employing interns... Agencies request employees who experienced practical working experience apart from theoretical in the process of employment. In this sense, it is important for universities to keep in contact with sector companies for internship opportunities as well as companies that endeavor to support this system.

However, there is an inadequate relationship between sector and academy so that graduates will face inadequate experiences in many areas. Communication faculties are lucky to strengthen the ties between sector and academy and I wish more connection among them to be beneficial for all of us.

What would like to advise young communicators and intrapreneurs?

If I answer this question as a new entrepreneur, I would initially say personal development is so important... Reading while following the sectoral information is also important. You should follow which agency did how many projects, who did get the Altın Pusula (Golden Compass) and Prida rewards, which agency does shape the sector, what are the new mediums, and what are the YouTube trends. I may suggest they integrate those questions into their work ethics. It is also important to follow academic development as well as following the sectoral developments because of academia's deep analysis that supports our sectors. But, the most important one is the internship! When I graduated, I had internships in 7 different companies. Apart from that, I was involved in many projects and became the founding chairman of two students' clubs. The reason why I found a position immediately is to follow the sector and had many internship experiences.

I am not an expert as an entrepreneur but I would like to say who just started their careers is to: You may feel overjoyed when the first step into business life until facing the realities of KDV fees, stoppage, and the income tax... They have to read and search a lot about the regulations. Before becoming an entrepreneur, they may not estimate the regulations and KDV fees, stoppage, and the income tax are so shocking when you face for the first time. You may even ask "What is happening?" I may suggest to them not afraid, things will eventually work well. Lastly, do not think of such ideas! "I will get up early, work as much as I can and travel more, then sleep as much as I can" Now, my previous exhausting work hours seem so micro into my new timeline...

Interview

I would like to express that I appreciate taking a part in this interview. I hope readers will enjoy reading too. I would also like to thank School of Applied Sciences, then Head of the Department of Public Relations and Advertising Department, Asst. Prof. Emel Tozlu Öztay and Asst. Prof. Sevinç Koçak. Readers may contact me via my e-mail address, bilal.boga@waltherkranz.com, and via my social media pages especially LinkedIn.

Good luck!

We would like to thank dear Bilal Boğa for his invaluable insights and experience sharing with our readers who are future communication specialists.



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ADMINISTRATION

Assistant Professor Hilal Kılıç
SCHOOL OF APPLIED SCIENCES - Manager P.

Assistant Professor Mustafa Özcan
SCHOOL OF APPLIED SCIENCES - Assistant MANAGER

EDITOR

Assistant Professor Sevinç Koçak
skocak@gelisim.edu.tr

WRITING AND GRAPHIC DESIGN

Research Assistant Engincan Yıldız
enyildiz@gelisim.edu.tr

Research Assistant Türkan Öykü Büyükçelikok
Research Assistant Metehan Özırmak
Research Assistant Nevra Üçler

ENGLISH TRANSLATION

Research Assistant Niger Hacı
nihaci@gelisim.edu.tr



/ iguubyo

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İSTANBUL GELİŞİM UNIVERSITY
CİHANGİR MAHALLESİ
ŞEHİT JANDARMA KOMANDO ER HAKAN ÖNER SK. NO: 1
AVCILAR / İSTANBUL
+90 212 422 70 00

www.gelisim.edu.tr

