

Lect. AHMET NECA GÖKGÜL

Personal Information

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Education Information

Doctorate, Istanbul University, Institute Of Social Sciences, İletişim Fakültesi Bölümü, Turkey 2017 - Continues

Postgraduate, Istanbul Yeni Yuzyil University, Institute Of Social Sciences, İletişim Yönetimi, Turkey 2013 - 2017

Associate Degree, Anadolu University, Open Education Faculty, Department Of Marketing And Advertising, Turkey 2010 - 2013

Undergraduate, Marmara University, Faculty Of Communication, Public Relations And Publicity, Turkey 2009 - 2013

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Postgraduate, Social media as a political communication tool; Twitter use in the General Elections of June 7, 2015, Istanbul Yeni Yuzyil University, Institute Of Social Sciences, İletişim Yönetimi, 2017

Research Areas

Social Psychology, Political Psychology, Political Sociology, Politics and Social Sciences, Marketing, Strategic Marketing and Brand Management, Mass Communications and Mass Media

Academic Titles / Tasks

Lecturer, Bursa Uludağ University, İnegöl Myo, Pazarlama Ve Reklamcılık, 2019 - Continues

Research Assistant, Istanbul Yeni Yuzyil University, Faculty Of Communication, Department Of Public Relations And Advertising, 2014 - 2019

Courses

Digital Marketing, Associate Degree, 2021 - 2022

International Marketing, Associate Degree, 2021 - 2022

Public Relations, Associate Degree, 2019 - 2020

Consumer Behaviour, Associate Degree, 2019 - 2020

Social Marketing, Associate Degree, 2020 - 2021

Crisis and Stress Management, Associate Degree, 2020 - 2021

E-Marketing, Associate Degree, 2019 - 2020
Marketing Principles, Associate Degree, 2019 - 2020
Innovation Management, Associate Degree, 2019 - 2020
Public Relations, Associate Degree, 2019 - 2020
İş Yeri Eğitimi 2, Associate Degree, 2019 - 2020
Marketing Communication, Associate Degree, 2019 - 2020
E-Commerce, Associate Degree, 2019 - 2020
İş Yeri Eğitimi 1, Associate Degree, 2019 - 2020
Communication Techniques, Associate Degree, 2019 - 2020
Communication, Associate Degree, 2019 - 2020

Articles Published in Other Journals

- I. **NÖROPAZARLAMA YAKLAŞIMLARINI SIGMUND FREUD'UN YAPISAL ZİHİN MODELİ ÇERÇEVESİNDE DEĞERLENDİRMEK**
GÖKGÜL A. N.
Elektronik Sosyal Bilimler Dergisi, vol.21, no.82, pp.771-783, 2022 (Other Refereed National Journals)
- II. **KURUMSAL REKLAMLARDA KÜLTÜREL KOD KULLANIMININ GÖSTERGEBİLİMSEL ANALİZİ: "İSTİKLÂLİN SESİ" REKLAM FİLMİ ÖRNEĞİ**
GÖKGÜL A. N.
NEW ERA INTERNATIONAL JOURNAL OF INTERDISCIPLINARY SOCIAL RESEARCHES, vol.7, no.12, pp.124-139, 2022 (Refereed Journals of Other Institutions)

Books & Book Chapters

- I. **Sosyal Medyada Siyasi Söylem: Siyasi Liderlerin Twitter Kullanımları**
GÖKGÜL A. N. , ARSLAN Ş.
in: Sosyal Medyada Dil ve İletişim: Retorik, Söylem ve İkna, Yıldırım Ali, Editor, Nobel Bilimsel Eserler, Ankara, pp.263-280, 2021
- II. **Nörobilimin Pazarlama ile İlişkisi: Nöropazarlama Üzerine Kavramsal Bir Bakış ve Nöroetik Tartışmalar**
GÖKGÜL A. N.
in: İletişim Etiği Kavramlar, Olgular ve Tartışmalar, Zeynep Burcu Şahin, Editor, Literatürk Academia, İstanbul, pp.347-383, 2019

Refereed Congress / Symposium Publications in Proceedings

- I. **Semiotic Analysis of The Using Turkish National Anthem in Corporate Advertisements: The Case of "The Voice of Independence" Commercial Film**
Gökgül A. N.
Kabulünün 101. Yılında İstiklâl Marşı ve Milli Şairimiz Mehmed Âkif Ersoy Uluslararası Sempozyumu, İstanbul, Turkey, 12 March 2022, pp.89-90
- II. **SİYASAL REKLAM TÜRLERİ BAĞLAMINDA 2020 AMERİKA BİRLEŞİK DEVLETLERİ BAŞKANLIK SEÇİMLERİNE YÖNELİK BİR ANALİZ: YOUTUBE REKLAMLARI ÖRNEĞİ**
GÖKGÜL A. N. , Sandıkçı Y. T. , Soy S.
1.ULUSLARARASI SOSYAL BİLİMLER VE İNOVASYON KONGRESİ, Ankara, Turkey, 09 January 2021, pp.278-288