

ALL ACTIVITIES AND EVENTS OF THE DEPARTMENT OF MARKETING AND ADVERTISING FOR THE 2024–2025 ACADEMIC YEAR

1- The Advisory Board Meeting of the Department of Marketing and Advertising Was Held

<https://balikesirmyo-paz.balikesir.edu.tr/news/the-advisory-board-meeting-of-the-department-of-marketing-and-advertising-was-held-202509301142>

The Advisory Board of the Department of Marketing and Advertising at Balıkesir Vocational School convened online on April 17, 2025. The meeting was attended by department faculty members Department Head Asst. Prof. Mehmet Can Tokmak, Lecturer Nevin Polat, and Lecturer Dr. Fulya Güngör, as well as the department’s quality representative Sıla Yılmaz, Prof. Dr. Aybeniz Akdeniz Ar from Bandırma University, Faculty of Economics and Administrative Sciences, Department of Production Management and Marketing, former alumnus Mr. Hasan İçöz, Branch Manager at Garanti Bankası Anafartalar, Mr. Kaan Uludağ, Customer Operations Manager at Kalekim (Istanbul), and Mr. Murat Baysura, Senior Specialist in Financial and Administrative Affairs at Kalekim (Balıkesir).

During the meeting, evaluations were made regarding the current course program and course content, and a consensus was reached on improving the content to integrate artificial intelligence into the education system in line with the digitalization requirements of the era. Additionally, there was mutual exchange of ideas on international marketing dynamics and their importance, the increasing role of communication skills, and digital marketing. We sincerely thank all advisory board members who support our department with their valuable opinions and contributions.

2- Marketing Program Signs Double Major Agreement

<https://balikesirmyo-paz.balikesir.edu.tr/news/marketing-program-signs-double-major-agreement-202509301114>

An agreement has been reached to implement a Double Major Program (ÇAP) between the Marketing Program and the Office Management and Executive Assistance Program at Balıkesir University, Balıkesir Vocational School. Within this scope, starting from the Fall Semester of the 2025-2026 Academic Year, students of both programs will have the right to pursue a double major, provided they meet the necessary obligations and requirements in accordance with the “Balıkesir University Double Major Procedures and Principles.” This collaboration aims to support the multi-faceted development and academic diversity of our students.

3- Our Faculty Member Participated in Two International Symposia

<https://balikesirmyo-paz.balikesir.edu.tr/news/our-faculty-member-participated-in-two-international-symposia-202509301147>

Asst. Prof. Mehmet Can Tokmak, faculty member of the Department of Marketing and Advertising at Balıkesir Vocational School, presented his academic papers at two international symposia.

From April 28 to 30, 2025, he presented his research on “Health Communication” at the 3rd International Communication, Digitalization, and Society Symposium, held online and hosted by Istanbul Aydın University.

Then, from May 14 to 16, 2025, he shared his study titled “Social Movements in Digital Communication Environments” online at the 12th International Communication Days: Media and Communication Studies in the Digital Age Symposium, organized in Baku in collaboration with Üsküdar University and Baku State University, Faculty of Journalism.

We congratulate our faculty member and wish him continued academic success.

4- Continuous Improvement Meetings Held in February 2025

<https://balikesirmyo-paz.balikesir.edu.tr/news/continuous-improvement-meetings-held-in-february-2025-202509301111>

The meeting addressed the planning of activities for the Spring Semester of the 2024-2025 Academic Year.

In addition, another online meeting with the faculty members teaching in the department discussed the MEDEK application process and the organization of documents related to MEDEK from the courses conducted in the Spring Semester of the 2023-2024 Academic Year (last year).

5- MARKETING MEETINGS 2025

<https://balikesirmyo-paz.balikesir.edu.tr/announcements/marketing-meetings-2025-202509292334>

As the Department of Marketing and Advertising, a seminar on "Digital Marketing and Current Topics in the Profession" is planned to be held by Management Consultant Reha TARTICI on Wednesday, March 5, 2025, in our school's C201 hall from 15:00 to 17:00.

6- Marketing Program Attended BAUN Department Heads Meeting

<https://balikesirmyo-paz.balikesir.edu.tr/news/marketing-program-attended-baun-department-heads-meeting-202509301141>

On April 15, 2025, under the leadership of Balıkesir University Rector Prof. Dr. Yücel Oğurlu (@yucelogurlu) and the Vice Rectors, the Academic Vision Meeting of Department Heads was held. Representing the Department of Marketing and Advertising, Department Head Asst. Prof. Mehmet Can Tokmak attended the meeting.

The meeting highlighted scientific and academic activities, the evaluation of educational processes, and issues related to sustainable academic success.

7- Marketing Program Participated in Vocational School Director–Student Meeting

<https://balikesirmyo-paz.balikesir.edu.tr/news/marketing-program-participated-in-vocational-school-director%E2%80%93student-meeting-202509301136>

On May 9, 2025, the “Director–Student Meetings” event was held at Balıkesir Vocational School. The meeting was chaired by Balıkesir Vocational School Director Assoc. Prof. Fatmagül Tolun, with the participation of Vice Directors Lecturer Özgür Yılmaz and Lecturer Emine Mutaççı, Marketing Program faculty members Asst. Prof. Mehmet Can Tokmak, Lecturer Dr. Fulya Güngör, Lecturer Nevin Polat, and a large number of students.

During the event, information was shared on the activities carried out throughout the year, arrangements to improve the quality of education, the accreditation process, and the workplace training (3+1) model. Students’ opinions, suggestions, and questions were heard and recorded. It was decided that such meetings would be held periodically.

8- Department of Marketing and Advertising Held Its April Department Council Meeting

<https://balikesirmyo-paz.balikesir.edu.tr/news/department-of-marketing-and-advertising-held-its-april-department-council-meeting-202509301139>

On April 10, 2025, Department Chair Asst. Prof. Mehmet Can Tokmak and the faculty members of the Department of Marketing and Advertising held a council meeting. The agenda items were set as follows, and the decisions below were taken:

Necessary support was approved for the adaptation of Franz Kafka’s The Metamorphosis into a theater play, including rehearsals and task distribution with student participation, led by Lecturer Nevin Polat and supported by Lecturer Dr. Fulya Güngör.

It was decided to implement a Double Major Program (ÇAP) between the Marketing Program and the Office Management and Executive Assistance Program, starting from the 2025-2026 academic year, with two (2) quotas at the end of the second semester and two (2) quotas at the end of the third semester. Course harmonization between the programs will be carried out in line with the curricula.

The Advisory Board meeting was scheduled to be held on April 17, 2025, at 20:00 via the Zoom platform.

Participation in the training titled Assessment and Evaluation in Education for Social Sciences Programs, organized within the scope of the “Training of Trainers” program carried out by the Balıkesir University Quality Commission, was approved in accordance with course schedules.

9- Department of Marketing and Advertising Held Its May Department Council Meeting

<https://balikesirmyo-paz.balikesir.edu.tr/news/department-of-marketing-and-advertising-held-its-may-department-council-meeting-202509301143>

Department of Marketing and Advertising Held Its May Department Council Meeting

On May 12, 2025, Department Head Asst. Prof. Mehmet Can Tokmak and the faculty members of the Department of Marketing and Advertising held a council meeting. The agenda items were set as follows, and the decisions below were taken:

1. The sections of the Self-Evaluation Report required for the MEDEK audit were distributed among the faculty members, and a division of tasks was established.
2. The make-up exam schedule was prepared.
3. It was decided that end-of-semester surveys would be conducted by the instructors of the respective courses, while a division of tasks would be arranged for the implementation of general surveys related to the department.
4. Content related to events and news carried out during the 2024-2025 Spring semester was decided to be uploaded to the department’s website and Instagram page.

10- Franz Kafka – The Metamorphosis Theater Play

<https://balikesirmyo-paz.balikesir.edu.tr/announcements/franz-kafka-%E2%80%93-the-metamorphosis-theater-play-202509301134>

You are cordially invited to the theater play staged by the students of the Department of Marketing and Advertising at Balıkesir Vocational School. Don’t miss this performance directed by Lecturer Nevin Polat.

We look forward to seeing you on Wednesday, May 7, at 15:00 at the BAUN Atatürk Congress and Culture Center, Malazgirt Hall.

11- May 2025 Continuous Improvement Meeting of the Department of Marketing and Advertising

<https://balikesirmyo-paz.balikesir.edu.tr/news/may-2025-continuous-improvement-meeting-of-the-department-of-marketing-and-advertising-202509301150>

On May 21, 2025, Head of Department Asst. Prof. Mehmet Can Tokmak and the faculty members of the Department of Marketing and Advertising held a Continuous Improvement meeting. The agenda items were as follows, and the decisions taken are outlined below:

1. The Advisory Board of the Department of Marketing and Advertising at Balıkesir Vocational School met online on April 17, 2025. The meeting was attended by department faculty members Asst. Prof. Mehmet Can Tokmak, Lecturer Nevin Polat, and Lecturer Dr. Fulya Güngör, as well as the department's quality representative Sıla Yılmaz, Prof. Dr. Aybeniz Akdeniz Ar from Bandırma University, Faculty of Economics and Administrative Sciences, Department of Production Management and Marketing, former alumnus Mr. Hasan İçöz, Branch Manager at Garanti Bank Anafartalar, Mr. Kaan Uludağ, Customer Operations Manager at Kalekim (Istanbul), and Mr. Murat Baysura, Senior Specialist in Financial and Administrative Affairs at Kalekim (Balıkesir).

During the meeting, evaluations were made on the current course program and course content. Consensus was reached to improve content with the aim of integrating artificial intelligence into the education system in line with the digitalization requirements of the era. Additionally, mutual exchange of ideas took place regarding the importance of international marketing dynamics, the increasing role of communication skills, and digital marketing.

2. MEDEK documents on the MS Teams platform were reviewed, deficiencies were identified, and it was decided that document documentation would be regularly updated. Faculty members of the relevant courses were to be informed about any missing items in the files.

Furthermore, sections of the MEDEK Self-Evaluation Report were distributed among the faculty members, necessary data were collected, and the writing process was initiated.

3. It was decided to implement surveys related to course content (focused on program outcomes) and other department-related surveys, and to interpret the results obtained.

12- Student Advising Sessions Conducted

<https://balikesirmyo-paz.balikesir.edu.tr/news/student-advising-sessions-conducted-202509301325>

Throughout the 2024-2025 academic year, regular advising services were provided to support our students in their academic and personal development. Within this scope, meetings were held with students to discuss course delivery, set academic goals, share expectations and feedback regarding courses, as well as address needs and requests related to social life.

Advising sessions were conducted both during the scheduled advising hours set by the faculty members and outside these hours based on mutual availability. The advising process was maintained flexibly and accessibly to ensure continuous support for our students.

13- Marketing Program Student Representative Meetings

<https://balikesirmyo-paz.balikesir.edu.tr/news/marketing-program-student-representative-meetings-202509301326>

Throughout the semester, meetings were held at regular intervals with Sıla Yılmaz, the first-year student representative of the Marketing Program. These meetings are of great importance as they allow students to share their views in decision-making processes and actively participate in program-related decision mechanisms.

Sıla Yılmaz maintained continuous communication with the Head of Department and faculty members, contributing to two-way improvement processes based on feedback regarding the development of the program. Additionally, she participated in the Marketing Program's *Advisory Board Meeting*, where she both shared her own opinions and had the opportunity to listen to suggestions and evaluations from industry representatives.

Furthermore, our student actively participated in Academic Board, Continuous Improvement, Accreditation, and Quality meetings held within Balıkesir Vocational School, effectively fulfilling her duties as the program representative.

14- Appointment and Promotion Announcement

<https://balikesirmyo-paz.balikesir.edu.tr/news/appointment-and-promotion-announcement-202509301328>

Lecturer Dr. Fulya Güngör, a faculty member of the Department of Management and Organization at Balıkesir University Sındırgı Vocational School, has been appointed to the position of Asst. Prof. in the Department of Marketing and Advertising at Balıkesir Vocational School.

We congratulate her and wish her continued success in her academic career.

15- Asst. Prof. Fulya Güngör Appointed as Vice Director

<https://balikesirmyo-paz.balikesir.edu.tr/news/asst-prof-fulya-gungor-appointed-as-vice-director-202509301329>

Asst. Prof. Fulya Güngör, a faculty member of our department, has been appointed as Vice Director of Balıkesir Vocational School.

We congratulate her and wish her continued success in her new administrative role.

16- Marketing Program Orientation Training Conducted

<https://balikesirmyo-paz.balikesir.edu.tr/news/marketing-program-orientation-training-conducted-202509301330>

An orientation training was held for the incoming students of the Marketing Program at the Department of Marketing and Advertising, Balıkesir Vocational School, for the 2025-2026 academic year.

The training was presented by Head of Department Asst. Prof. Mehmet Can Tokmak. Faculty members Asst. Prof. Fulya Güngör and Lecturer Nevin Polat also attended the session.

During the training, students were informed about the history and general structure of Balıkesir University, the history and departments of Balıkesir Vocational School, the academic calendar and teaching processes, course plans, registration renewal, exams and assessment methods, general directives and regulations, campus facilities, library and sports facilities, and initiatives on combating addiction.

The orientation event concluded with a Q&A session, where students had the opportunity to discuss topics of interest and ask questions.

17- Accreditation Preparation Meeting

<https://balikesirmyo-paz.balikesir.edu.tr/news/accreditation-preparation-meeting-202509301331>

The Department of Marketing and Advertising at Balıkesir Vocational School held an online meeting as part of the MEDEK accreditation preparation process.

The meeting was attended by department faculty members Asst. Prof. Mehmet Can Tokmak, Asst. Prof. Fulya Güngör, and Lecturer Nevin Polat. During the meeting, detailed evaluations were made on the MEDEK Self-Evaluation Report in preparation for the inspections scheduled for October. Additionally, areas of the report requiring improvement were discussed, and suggestions for conducting the processes more efficiently were considered.

The meeting concluded with the clarification of inspection preparation topics, as well as the discussion of suggestions and planning related to the MEDEK process.

18- September 2025 Continuous Improvement Meeting Held

<https://balikesirmyo-paz.balikesir.edu.tr/news/september-2025-continuous-improvement-meeting-held-202509301333>

The Department of Marketing and Advertising held a Continuous Improvement meeting as part of its routine September activities.

During the meeting, evaluations were made regarding the date and content of the orientation training. Additionally, a work schedule was determined for organizing and archiving the documents required as part of the accreditation process.

Within this scope, adaptation procedures were discussed for students who had previously received education and were pursuing university studies for the second time, based on their course exemption applications.

The meeting also included detailed discussions on improvements made in line with the Advisory Board's suggestions on courses, survey results from the 2024-2025 academic year, and changes made to the course information package (within the framework of the Bologna Process).

Through such Continuous Improvement meetings, the department continues to enhance the quality of academic processes and improve the student experience.