

## Lect. PhD ZEKİ TOY

### Personal Information

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### International Researcher IDs

ORCID: 0000-0003-3352-0945

Publons / Web Of Science ResearcherID: AAI-1341-2019

Yoksis Researcher ID: 141324

### Education Information

Doctorate, Istanbul University, Sosyal Bilimler Enstitüsü, Halkla İlişkiler Ve Tanıtım (Dr), Turkey 2006 - 2014

Undergraduate, Hacettepe University, Edebiyat Fakültesi, İngiliz Dili Ve Edebiyatı Bölümü, Turkey 1989 - 1993

### Dissertations

Doctorate, Kurumsal reklamların kapsam ve içeriğinin belirlenmesine yönelik bir modelin kurumsal bakış açısıyla belirlenmesi: İstanbul Menkul Kıymetler Borsası'nda (İMKB) işlem gören şirketlere uygulanması, Istanbul University, Sosyal Bilimler Enstitüsü, Halkla İlişkiler Ve Tanıtım (Dr), 2014

### Research Areas

Social Sciences and Humanities

### Academic Titles / Tasks

Lecturer, Istanbul Kultur University, Üniversite Rektörlüğü, Yabancı Diller Bölümü, 1997 - Continues

### Courses

İngilizce, Undergraduate, 2021 - 2022, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016

International Brand Management, Undergraduate, 2020 - 2021, 2019 - 2020

Consumer Behaviour, Undergraduate, 2020 - 2021, 2019 - 2020

Politics and Marketing, Undergraduate, 2020 - 2021, 2019 - 2020

KKD ve Is Hijyeni, Postgraduate, 2020 - 2021

Case Studies in Marketing, Undergraduate, 2020 - 2021, 2019 - 2020

Proje Yazimi, Postgraduate, 2020 - 2021

Hizmet Pazarlamasi ve Yonetimi, Undergraduate, 2020 - 2021, 2019 - 2020

Marketing Management, Postgraduate, 2020 - 2021

Marketing Management, Undergraduate, 2020 - 2021

Services Marketing and Management, Undergraduate, 2020 - 2021, 2019 - 2020

Principles of Marketing, Undergraduate, 2020 - 2021, 2019 - 2020  
Corporate Social Responsibility and Business Strategies, Undergraduate, 2020 - 2021, 2019 - 2020  
Intercultural Communication and Management, Undergraduate, 2020 - 2021, 2019 - 2020  
Contemporary Approaches in Marketing, Undergraduate, 2019 - 2020  
Fair Management, Undergraduate, 2019 - 2020  
Public Relations, Undergraduate, 2019 - 2020  
Marketing Research, Undergraduate, 2019 - 2020  
Tuketici Davranisi, Postgraduate, 2019 - 2020  
Market Analysis, Undergraduate, 2019 - 2020  
Marketing Planning, Undergraduate, 2019 - 2020  
Industrial Marketing, Undergraduate, 2019 - 2020

## Articles Published in Other Journals

- I. **Soft skills acquisition for engineering undergraduates in Turkey: A soft skills course design**  
BATAKLAR S., TOY Z.  
International Journal of Social Sciences and Education Research, vol.9, no.2, pp.138-150, 2023 (Peer-Reviewed Journal)

## Metrics

Publication: 1