Bibliometric Analysis of Graduate Theses Containing the Phenomenon of "Marketing Communication" in the Council of Higher Education (CoHE) National Thesis Center Database

YÖK Ulusal Tez Merkezi Veri Tabaninda Adında "Pazarlama İletişimi" Olgusu Bulunan Lisansüstü Tezlerin Bibliyometrik Analizi

Tülin ÇAKIR
Asst. Prof. Dr., Afyon Kocatepe University
tcakir@aku.edu.tr
https://orcid.org/ 0000-0002-7199-7579

Elif CÖNK
Lecturer, Afyon Kocatepe University
elifconk@aku.edu.tr
https://orcid.org/0000-0001-9532-0645

ABSTRACT

The research was carried out to bibliometric analyze the theses registered in the database of the National Thesis Center of CoHE and with the phenomenon of "Marketing Communication" in their name. This discipline is evolving alongside technology. The study sequentially addresses the scope of marketing communication, previous studies related to the topic in the literature, and the research findings obtained through analyses. The research is significant as it may guide future studies in the context of graduate theses. The data for the study were obtained from the thesis index information pages prepared by the CoHE National Thesis Center. The data collected in the research were evaluated bibliometrically in the context of descriptive statistics as part of content analysis. It is believed that the findings obtained will shed light on other studies to be conducted in the relevant discipline and assist in determining thesis topics.

ÖZET

Araştırma, YÖK'e ait Ulusal Tez Merkezi'ndeki veri tabanında kayıtlı ve adında "Pazarlama İletişimi" olgusu bulunan tezleri bibliyometrik yönlü analiz etmek için yapılmıştır. Bu disiplin, teknoloji ile birlikte gelişim içerisindedir. Çalışmada sırasıyla pazarlama iletişiminin kapsamına, literatürde konuyla ilgili yapılmış olan çalışmalara ve analizler ile elde edilen araştırma bulgularına yer verildi. Araştırma, sonraki yapılacak çalışmalar ile lisansüstü tezlere yön vermesi açısından önem taşımaktadır. Çalışmanın verileri, YÖK Ulusal Tez Merkezi'nin hazırladığı tez dizin bilgisi sayfalarında yer alan bilgilerden sağlandı. Araştırmada elde edilen veriler, içerik analizi kapsamnda bibliyometrik olaraktanımlayıcı istatistikler bağlamında değerlendirildi. Elde edilen bulguların ilgili disiplin alanında yapılacak diğer çalışmalara ve tez konularının belirlenmesine ışık tutacağı düşünülmektedir.

1. INTRODUCTION

Marketing communication is a vital pillar of both brands and companies as an important and integral part of marketing. Therefore, marketing communication is a pathway for most organizations to influence their target audiences in the desired manner regarding their brands. However, this discipline occupies a significant area where new marketing practices, which are continuously evolving alongside technology, converge. In other words, marketing communication is a crucial strategic area that not only contributes to the continuous renewal of marketing but also showcases new applications regarding how brands can effectively reach their target audiences in various ways.

Since its inception, the development and evolution of this discipline have occurred at a rapid pace, in line with the speed of technology. Although marketing communication practices, which were initially executed as promotion in the context of early marketing understanding, were used by businesses to introduce and convey their products to customers and other stakeholders, the perspective of businesses towards marketing communication changed with the consumer-centric approach that emerged after the 1990s (Gökaliler, 2015: 299). Today, businesses approach marketing communication as a dialogical and integrated process, both consumer-centered and linked to changes arising from technology. For marketing communication to be executed integratively across all forms of communication, it is essential for organizations to identify all communication resources and determine which communication methods are more suitable and effective for the target audiences (Başok Yurdakul, 2007: 312). Naturally, as a field of discipline, marketing communication has faced certain changes due to the expanding scope of all forms of communication used in both theoretical frameworks and strategic modeling. Therefore, it is seen that the situation is reflected in the scientific studies carried out in this field from the beginning.

The aim of this study is to conduct a bibliometric analysis of theses registered in the CoHE National Thesis Center database that contain the phenomenon of "Marketing Communication" in their titles. Thus, a general evaluation of the bibliometric analysis findings of master's and doctoral theses conducted on "Marketing Communication" in Turkey up to December 2020 will be provided. The study will address the scope of marketing communication, followed by bibliometric analysis and the related studies in the fields of marketing communication and marketing. Finally, the findings of the conducted research will be presented.

2. SCOPE OF MARKETING COMMUNICATION

Upon considering that marketing began in the 1800s, it can be stated that marketing communication also took shape during those years within the framework of marketing understanding, as emphasized by Barker (2013: 107), based on the use of broad-based mass communication tools to reach large customer markets through advertising and promotional activities. Initially regarded as a sub-discipline of marketing, the concept of "promotion," which was referred to as part of the marketing mix known as the 4Ps by Jerome McCarthy, was expressed as "promotion" or "advertising" and became established in the literature as marketing communication in the 1990s (Ilgaz Sümer & Eser, 2006: 167; Yong Shin, 2013: 5; Tunçel, 2009: 117). The main reason for this is that before 1990, as a result of the production of messages from different sources that did not complement each other, the purchasing decision processes of consumers were adversely affected (Erciş, 2010: 153), and the idea of being an umbrella that covers all of them instead of using different methods added to the methods known as promotion mix, and then the necessity of connecting the methods used over time with each other, the phenomenon of integrated marketing communication emerged. has taken it out (Yolaç & Demir, 2004: 122). According to Yong Shin (2013: 8), the American Association of Advertising Agencies defined integrated marketing communication in 1989 within a framework that included comprehensive planning, where the strategic roles of different communication disciplines were clearly evaluated in terms of consistency and maximum communication impact.

As stated by Kim et al. (2004), the development of marketing communication is shaped by the changing attitudes of both technology and consumers according to the changing market and marketing environment. Especially by the 2000s, the scope of integrated marketing communication and branding diversified as a hybrid of traditional and digital methods, influenced by developments in interactive media, synergy, and planning (Barker, 2013: 108), as well as advancements in information technology (Durmuş Şenyapar, 2024: 198). Particularly today, phenomena referred to as digital media strategies, such as social media marketing, content marketing, and metaverse marketing, are seen as part of marketing communication practices.

3. BIBLIOMETRIC APPLICATIONS RELATED TO MARKETING COMMUNICATION IN THE LITERATURE

Bibliometric analysis is a technique that aims to statistically analyze scientific publications by examining various elements, thereby revealing trends related to research topics within a specific scientific field (Çetinkaya Bozkurt & Gürbüz, 2018: 4; Zeren & Kaya, 2020: 37-38). The strength of this analytical technique, which is frequently used in the systematic analysis of data, lies in its comprehensive access and complex details, allowing for quantitative analysis of scientific studies (Lim & Kumar, 2024: 17). Additionally, bibliometric analysis enables the testing and visualization of networks formed by other bibliometric data such as co-citations, co-authorships, and keywords, allowing us to efficiently and intuitively explore the patterns and trends in the literature (Passas, 2024: 1016). Choudhri et al. (2015) argue that bibliometric analysis, while not an ideal tool, can assist in the effective evaluation of academic performance by utilizing modern analytical tools that go beyond simple analyses, from publication totals to impact factors. Therefore, bibliometric analyses can also measure the publication performance of countries, researchers, or institutions (Denktaş Şakar & Cerit, 2013: 40). For this purpose, it is essential to conduct content analysis through document examination in this analytical technique to obtain data and quantify it in the context of descriptive statistical techniques (Çatı & Alpay, 2019: 376).

As noted by Qian & Sun (2021), data in bibliometric analysis can be obtained not only from frequencies but also through complex calculations. However, the use of this analysis in the social sciences is significant for determining the direction of scientific development. According to Hicks (1999), understanding the literature in social sciences and its characteristics and outcomes requires a good knowledge of the Social Sciences Citation Index (SSCI) scope and the interpretation of its indicators. This is because scientific development is closely related to the articles written and the journals in which these articles are published.

As in all social science fields, there are evaluative research articles in the marketing field that have examined the scientific literature at different times. However, according to Kumar et al. (2020), researchers have primarily used bibliometric analysis to analyze journals such as the Journal of Advertising, Journal of Consumer Research, Journal of Travel and Tourism Marketing, and the European Journal of Marketing. The bibliometric study conducted by Donthu et al. (2022) in the Journal of Strategic Marketing, published between 1993 and 2019, is another example in this context.

International studies related to bibliometric research on "Marketing Communication" include the article by Muñoz-Leiva et al. titled "Discovering prominent themes in integrated marketing communication research from 1991 to 2012: a co-word analytic approach," published in 2015, and the article by Kim et al. published in 2021 titled "Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles." In recent years, studies in the field of marketing communication have included a 2023 article by Simabur et al. examining documents related to the tourism sector in Scopus, the article by Ki et al. that analyzed 219 articles on "relationship management," which is part of the public relations discipline within marketing communication and an article written in 2024 by Dipa et al. and published in Jurnal Kajian Communikasi. Additionally, there are published proceeding paper analyzing digital marketing strategies by Guerrero-Velastegui et al. that examine articles found in Scopus and Web of Science.

In Turkey, there are marketing-oriented research studies conducted through journals. Examples include "Bibliometric Analysis of Journal Marketing and Marketing Research" by Çetinkaya Bozkurt & Gürbüz (2018), Eren & Eren's (2020) "Bibliometric Analysis of Electronic Word-Of-Mouth Communication in Marketing Literature" and Kurnaz's (2021) "The Bibliometric Analysis of The Three Journals with The Highest Impact Factors in The Marketing Discipline", etc. In the field of marketing communication, Durmuş Şenyapar's study published in 2024 is the first bibliometric study concerning marketing communication research.

It can be observed that bibliometric studies have been examined more through databases in both international and national contexts. Furthermore, it can be stated that this analytical method is used not only for journals but also for the examination of graduate theses that provide big data opportunities. The CoHE National Thesis Center, which has a significant infrastructure as a database in Turkey, offers access to and examination of theses in the field of marketing science for both master's and doctoral studies. Particularly in Turkey, many bibliometric-based articles related to "marketing" have been encountered based on the data available on the CoHE National Thesis Center website. For example; "Bibliometric Analysis of Graduate Theses Written on Internet-Mediated Marketing Concepts in Turkey" by Çatı & Alpay (2019), "Examination of Doctoral Theses Written in the Field of Marketing in Turkey" by Gülmez et al. (2019), "Bibliometric Analysis of Articles Published on Sustainable and Environmental Marketing in Ulakbim Database" by Çelik & Canoğlu (2019), Öcel (2019) "Doctoral Theses Written on Brand in Turkey Bibliometric Analysis", "Digital Marketing: Bibliometric Analysis of National

Writing" by Zeren & Kaya (2020), "Investigation of the Bibliometric Profile of Master's and Doctoral Theses Written in the Department of Marketing" by Kavak & Kazancı Sunaoğlu (2020), etc. Despite the numerous articles addressing theses related to marketing and marketing topics in the national literature, no bibliometric analysis specifically focusing on "marketing communication" has been identified. The conducted studies appear to be more related to topics concerning the marketing communication mix.

4. METHODOLOGY AND FINDINGS OF THE RESEARCH

The aim of this study is to conduct a bibliometric analysis of theses registered in the CoHE National Thesis Center database that contain the phenomenon of "Marketing Communication" in their titles. The scope of the research includes theses that are registered in the CoHE National Thesis Center database and relate to "Marketing Communication" phenomena (such as Marketing Communication, Integrated Marketing Communication, etc.) up to December 2020. Therefore, the study is limited to the information available on the pages containing the thesis index data prepared by the CoHE National Thesis Center, and data were obtained through content analysis of the information presented on the index pages. The data obtained from the 160 thesis index records subjected to analysis were presented using descriptive statistical techniques suitable for bibliometric analysis.

According to the thesis index information subjected to analysis, out of n=160 theses, only n=7 were written in English. Among the indexed information under examination, the number of master's theses related to the research topic was identified as n=125, while the number of doctoral theses was determined to be n=35. Additionally, it was noted that the topic was first addressed in the context of a doctoral thesis in 1994 with n=1. According to the data presented in Figure 1, it can be observed that "Marketing Communication" has been increasingly addressed in theses, particularly in the context of master's theses, since 1999. From 2017 onwards, it was determined that the titles of master's theses included "Marketing Communication" and related phenomena more frequently compared to previous years (2017 n=13; 2018 n=11; 2019 n=23). In the titles of doctoral theses, it was found that "Marketing Communication" and related phenomena were more prominently featured in 2014 (n=6).
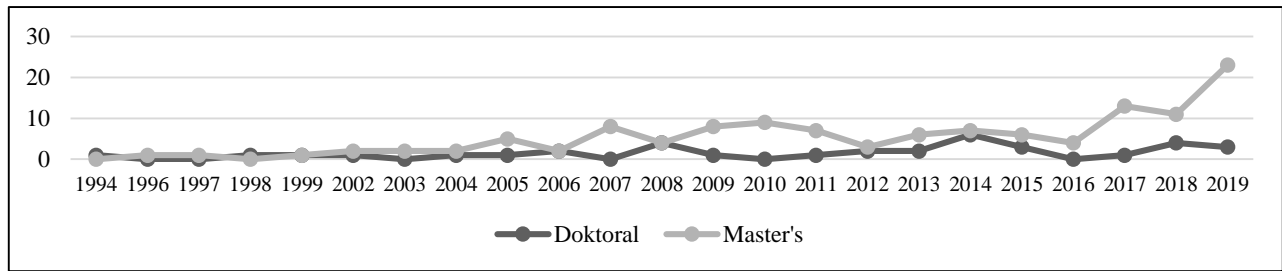
Figure 1. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Year

In Figure 2, the distribution of the theses under examination according to universities is presented in terms of the type of thesis. From this figure, it can be understood that master's and doctoral theses containing the phenomenon of "Marketing Communication" and related concepts have been conducted at 54 universities. One noteworthy point is that the titles of master's theses predominantly include "Marketing Communication" or related phenomena. Additionally, when looking at the universities, it is observed that there are n=20 master's theses related to the research topic conducted at Marmara University. The highest number of doctoral theses related to the research topic was conducted at Ege University (n=6). Based on the data from both Figure 2 and Figure 3, it can be stated that theses containing "Marketing Communication" and related phenomena have been produced at universities located in the Marmara and Aegean regions. This may be related to the number of businesses operating in these regions and the number of agencies engaged in the field of marketing communication. Furthermore, most universities in these regions have both a Faculty of Communication and a Faculty of Economic and Administrative Sciences.
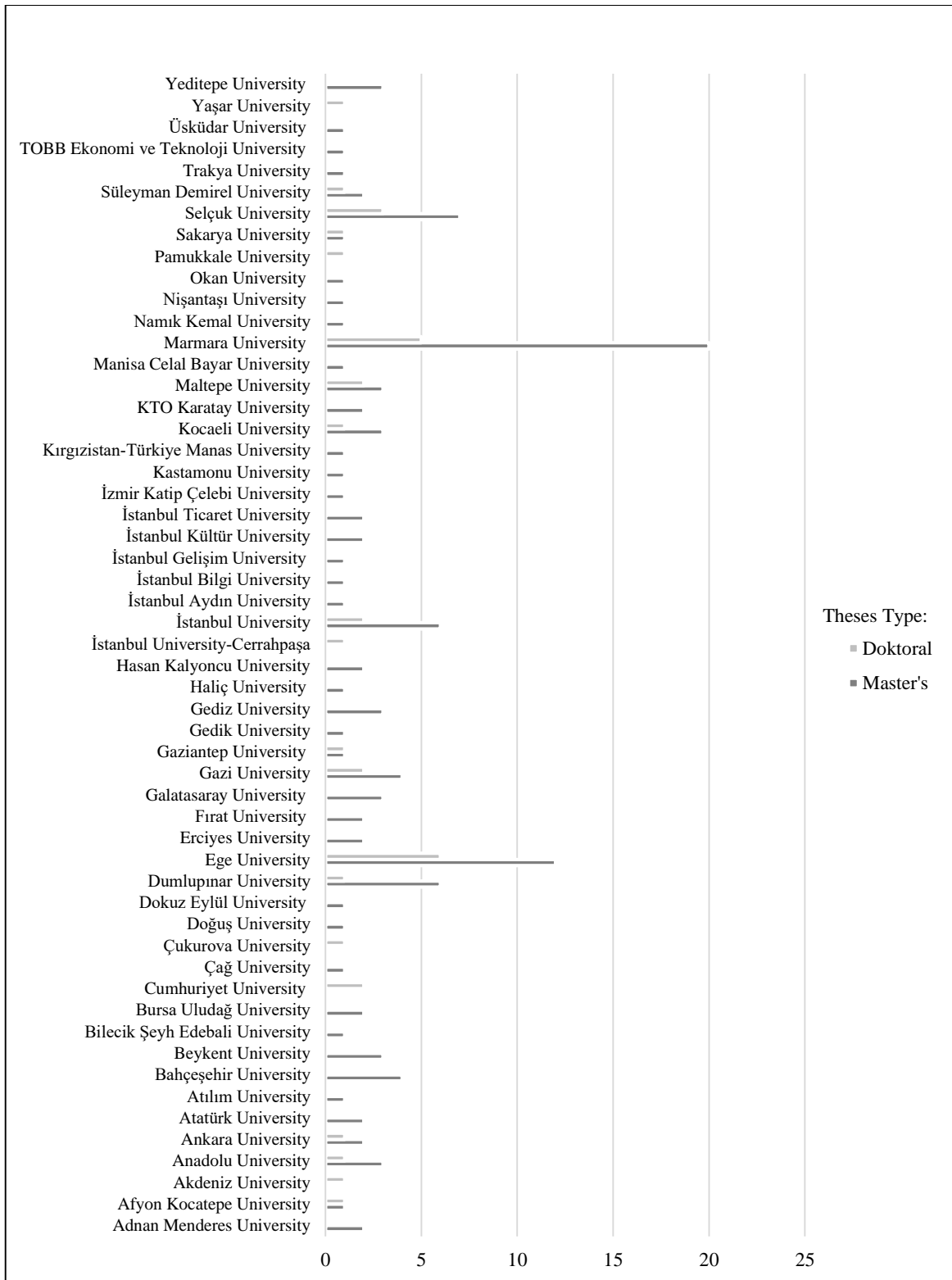
Figure 2. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Universities

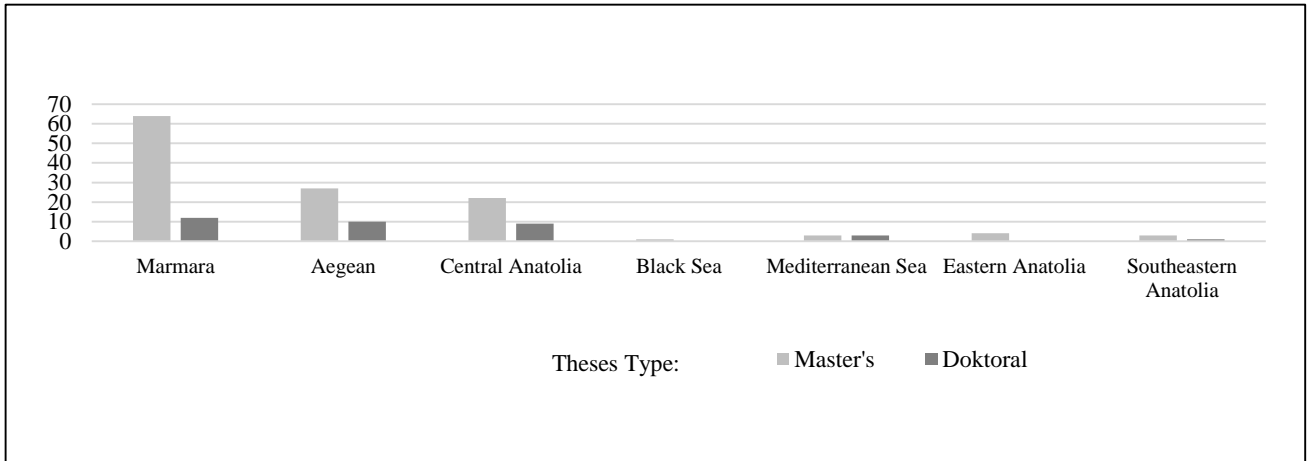The distribution of theses related to our research topic according to the regions of Turkey is presented in Figure 3 according to the thesis types. As previously mentioned, according to the obtained data, it is observed that the majority of theses related to the topic have been conducted in the Marmara, Aegean, and Central Anatolia regions in the context of master's and doctoral studies. However, the region with a notably significant proportion, particularly concerning master's theses, is the Marmara Region. Furthermore, from a holistic perspective, it can be seen that most of the theses registered in CoHE's National Thesis Center related to our research topic have been conducted at universities in the Marmara Region (n=124). Therefore, this situation reflects that the majority

of the theses examined in the research were carried out by universities in Istanbul. Additionally, it has been determined that there is only one master's thesis conducted abroad at Kyrgyzstan-Turkey Manas University.
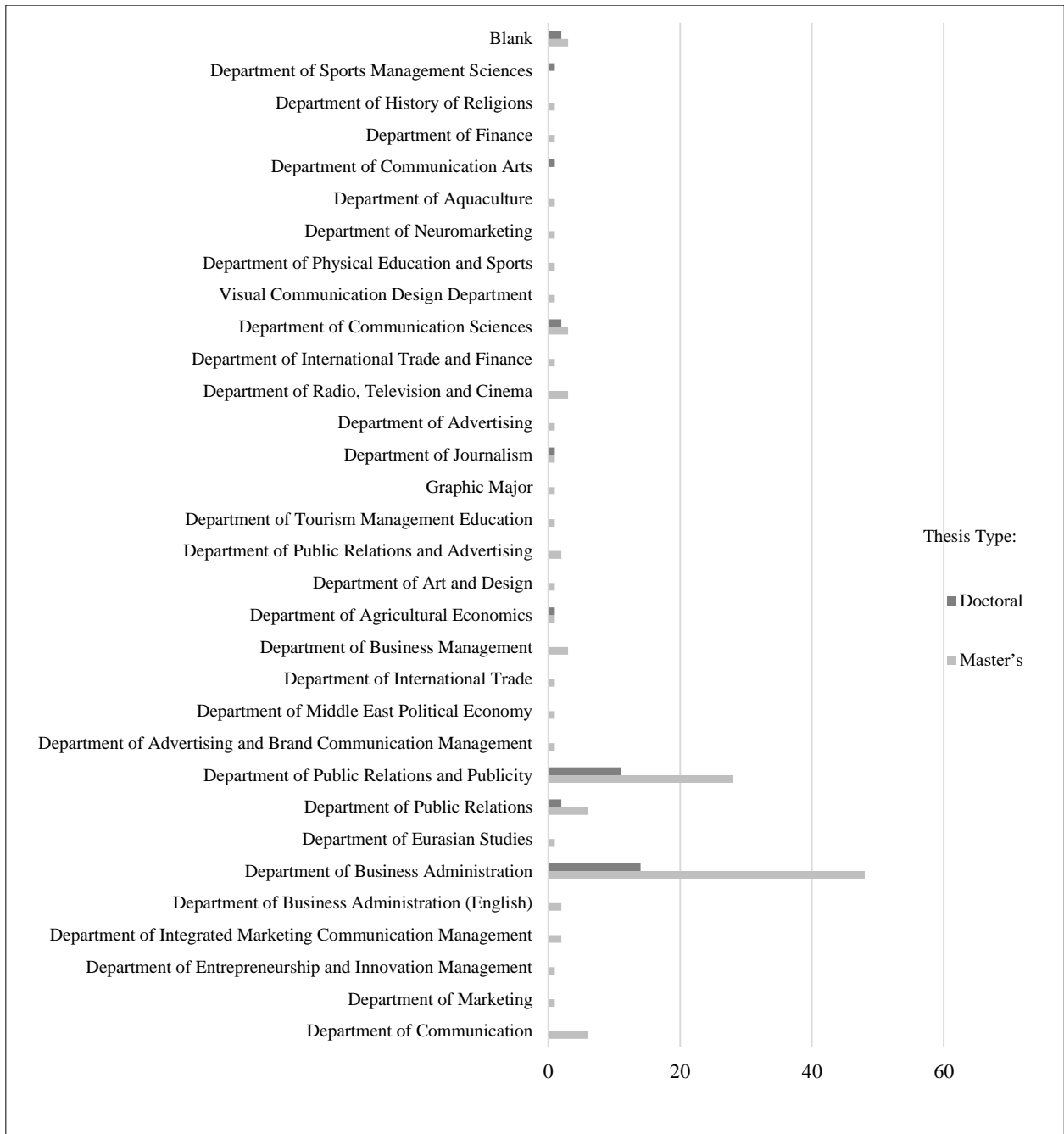

Figure 3. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type Across Regions in Turkey.

The distribution of the theses under examination by the institutes to which they are registered is presented in Table 1. As can be understood from the data in the table, it is observed that the majority of the theses are registered in Social Sciences Institutes (n=118). However, it has also been noted that there are theses registered as both master's and doctoral theses in other institutes, albeit in smaller numbers. This situation reflects that the field of "Marketing Communication" possesses attractive topics not only for the relevant discipline but also for other disciplines.

Table 1. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Registered Institutes.

Institutes	Master's (n)	Doctoral (n)
Graduate Programs Institute	1	0
Institute of Social Sciences	118	33
Institute of Foreign Trade	1	0
Institute of Graduate Education	0	1
Institute of Middle Eastern and Islamic Studies	1	0
Institute of Science	2	1
Institute of Health Sciences	1	0
Institute of Educational Sciences	1	0
Total	**125**	**35**

The distribution of the theses under examination by their main fields of study has also been analyzed, and the obtained data is presented in Figure 4. According to the data in this figure, the highest number of theses has been conducted in the Department of Business Administration for both master's (n=48) and doctoral (n=14) degrees. This is followed by the Department of Public Relations and Advertising (master's n=28; doctoral n=11). Additionally, it has been determined that there is also one thesis each from various other departments, and these theses are generally at the master's level. It was observed during the examination that research related to our topic has also been conducted in main fields that are not classified under social sciences.

Figure 4. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Main Fields of Study.

Another point that draws attention is that the number of theses related to the subject of the study in the Department of Marketing, the Department of Neuromarketing, the Department of Integrated Marketing Communication Management, the Department of Advertising and Brand Communication Management, the Department of Public Relations and Advertising and the Department of Advertising, which are considered to have a direct relationship with marketing communication, is low and these theses have usually made as master's degrees. The reason for this is that investigations may have been carried out in theses within the framework of the components and strategic tools used in marketing communication rather than integrity. In other words, it can be thought that this situation is related to the examination of thesis topics within the scope of marketing communication components such as advertising, public relations, sponsorship, or strategically important topics such as corporate social responsibility, brand positioning, word-of-mouth.

In the study, the topics listed in the thesis index of the CoHE National Thesis Center database were also examined. The data obtained from the analysis is presented in the table below based on topic clusters. The topic clusters in Table 2 have been organized under this name to indicate the order of topics specified in the thesis index information. In this context, when the thesis index information was reviewed, it was observed that the topic of

"Marketing Communication" was not mentioned in any of the topic clusters. However, it has been determined that "Advertising" (Master's: 15; Ph.D.: 3) and "Public Relations" (Master: 39; Ph.D.: 7) which are included in the marketing communication mix, it has been determined that it is generally in the 1st subject cluster as a subject. It was also noted that the topic name "Business" was mentioned in almost all topic clusters except for the fourth cluster in the examined thesis index information. This may be related to the perception among thesis authors that the phenomenon of "Marketing Communication" mentioned in the thesis title is generally associated with the topic of Business. Another noteworthy point is that when determining the topic names in the topic clusters, thesis authors generally preferred topic names according to the main field in which they wrote their thesis.

Table 2. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Registered Topic Names According to Specified Topic Clusters.

Topics	Topic 1		Topic 2		Topic 3		Topic 4		Topic 5	
	Master's	Doctoral	Master's	Doctoral	Master's	Doctoral	Master's	Doctoral	Master's	Doctoral
Advertising	15	3	4	5	0	0	0	0	0	0
Communication Sciences	9	4	14	6	3	3	1	0	0	0
Tourism	5	1	1	0	0	0	0	0	0	0
Business Administration	69	11	25	5	10	7	0	0	1	0
Public Relations	39	7	1	0	0	0	0	0	0	0
Civil Aviation	1	0	0	0	0	0	0	0	0	0
Sports	2	1	0	0	0	0	0	0	0	0
International Relations	1	0	0	0	0	0	0	0	0	0
Political Science	2	0	1	0	0	0	0	0	0	0
Clothing Industry	1	0	0	0	0	0	0	0	0	0
Health Institutions Management	2	0	0	0	0	0	0	0	0	0
Education and Teaching	0	3	0	0	0	0	0	0	0	0
Radio-Television	1	1	0	0	0	0	0	0	0	0
Performing and Visual Arts	0	0	1	0	0	0	0	0	0	0
Agriculture	0	1	0	0	0	0	0	0	0	0
Insurance	1	0	0	0	0	0	0	0	0	0
Fine Arts	1	0	0	0	0	0	0	0	0	0
Banking	1	0	0	0	0	0	0	0	0	0
Sociology	0	0	1	0	0	0	0	0	0	0
Journalism	0	2	0	0	0	0	0	0	0	0
Aquaculture	1	0	0	0	0	0	0	0	0	0
Economics	1	0	0	0	0	0	0	0	0	0
Engineering Sciences	1	0	0	0	0	0	0	0	0	0
Finance	1	0	0	0	0	0	0	0	0	0

In the study, the cases included in the index information of the theses were examined on the basis of the specified order and it was seen that a maximum of 14 index concepts were specified. When looking at the distributions of "Marketing Communication" and related phenomena according to thesis type in the first three index information clusters, it was found that in "Index 1," the predominant concepts were "Integrated Marketing" (Master's n=40; Doctoral n=11), "Marketing" (Master's n=9; Doctoral n=3), and "Marketing Communication" (Master's n=3; Doctoral n=2). In "Index 2," the predominant concepts included "Marketing" (Master's n=18; Doctoral n=4), "Marketing Communication" (Master's n=12; Doctoral n=4), and "Public Relations" (Master's n=4; Doctoral n=2). In "Index 3," the predominant concepts were "Marketing" (Master's n=20; Doctoral n=6), "Marketing Communication" (Master's n=16; Doctoral n=9), and "Brand" (Master's n=6; Doctoral n=0). Table 3 presents the phenomena specified in the first three index clusters of the examined theses. In light of the research data, it can be said that master's and doctoral students mainly consider the departments while determining the indexes. In addition, since these data reflect that graduate students try to create indexes from different points in determining priorities for index clusters, it creates the opinion that they do not have sufficient knowledge on this subject.

Table 3. Distribution of Theses Titles Containing "Marketing Communication" and Related Concepts by Type and Registered Phenomena in the First 3 Index Clusters.

Concepts	Cluster 1		Cluster 2		Cluster 3	
	Master's	Doctoral	Master's	Doctoral	Master's	Doctoral
Linguistic Communication	1	0	0	0	0	0
Generic Strategies	1	0	0	0	0	0
Mobile Marketing	1	0	0	0	0	0
Integrated Marketing	40	11	0	2	0	1
Commonwealth of Independent States	1	0	0	0	0	0
Emojis	1	0	0	0	0	0
Airlines	1	0	1	0	0	0
Word-of-Mouth Communication	3	0	0	0	0	0
Marketing	9	3	18	4	20	6
Guerrilla Marketing	2	0	1	0	0	0
Azerbaijan	1	0	0	0	0	0
Electronic Marketing	3	0	2	0	0	0
Brand	2	1	3	1	6	0
Cognition	0	1	0	0	0	0
Comparative Analysis	1	0	0	0	0	0
Information Technology	1	0	0	0	0	0
Campaign	1	0	0	0	0	0
Positioning	1	0	1	0	0	0
Arçelik	2	0	0	0	0	0
Red Crescent	1	0	0	0	0	0
American Cinema	1	0	0	0	0	0
Facebook	1	0	1	0	1	0
Fair Trade	1	0	0	0	0	0
Intercultural Communication	1	0	2	0	0	0
Akbank	0	1	0	0	0	0
General Elections	1	0	0	0	0	0
Marketing Communication	3	2	12	4	16	9
Ethics	0	1	1	0	0	0
Critical Discourse Analysis	0	1	0	0	0	0
Independent Audit	0	1	0	0	0	0
Context	0	1	0	0	0	0
Industrial Marketing	1	0	0	0	0	0
Shopping Malls	0	1	0	0	0	0
All-Inclusive	1	0	0	0	0	0
SMEs	2	0	0	0	0	0
Insurance	1	0	0	0	0	0
Open Education	0	1	0	0	0	0
Fashion	0	1	0	0	0	0
Service Enterprises	0	1	0	0	0	0
Graphic Arts	1	0	0	0	0	0
Elazığ	1	0	0	0	0	0
Corporate Culture	1	0	0	0	0	0
Banking Sector	1	0	0	0	0	0
Firm Performance	1	0	0	0	0	0
Public Relations	2	0	4	2	1	1
Cultural Adaptation	1	0	0	0	0	0

Customer Perception	1	0	0	0	0	0
Local Advertising	0	1	0	0	0	0
Brand Preference	1	0	0	0	0	0
Aquaculture	1	0	0	0	0	0
Individual Marketing	1	0	0	0	0	0
Mobile Phone	1	0	0	0	0	0
Konya	0	1	0	0	0	0
European Union	1	0	0	0	0	0
Packaging	1	0	0	0	0	0
Developing Countries	0	1	0	0	0	0
Research and Development	1	0	0	0	0	0
Direct Marketing	1	0	1	0	0	0
Tourism	0	0	1	0	0	0
Globalization	0	0	1	1	1	0
Fairs	0	0	1	0	0	0
Communication	0	0	1	0	0	0
Customer Behavior	0	0	1	0	0	0
Customer Value	0	0	1	0	1	0
Television Advertisements	0	0	0	1	0	0
Customer Relations	0	0	1	0	0	0
Cooperatives	0	0	2	0	0	0
Market Selection	0	0	1	0	0	0
Crisis	0	0	2	0	0	0
Banks	0	0	1	0	0	0
Corporate Communication	0	0	1	0	0	0
Culture	0	0	1	0	0	0
Entrepreneurship	0	0	1	0	0	0
Corporate Responsibility	0	0	1	0	0	0
Brand Positioning	0	0	1	0	0	0
Corporate Reputation	0	0	0	1	0	0
Mardin	0	0	1	0	0	0
Film	0	0	2	0	1	0
Fashion Industry	0	0	1	0	0	0
Political Communication	0	0	1	0	0	0
Hospitals	0	0	0	1	0	0
Media	0	0	2	1	0	0
Brand Value	0	0	0	1	0	0
Price	0	0	1	0	0	0
Culinary Tourism	0	0	1	0	0	0
Effective Communication	0	0	0	1	0	0
Independent Auditing Firms	0	0	0	1	0	0
Republican Era	0	0	1	0	0	0
Agricultural Products	0	0	0	1	0	0
Football	0	0	1	1	0	0
Fast Food	0	0	1	0	0	0
Brand Image	0	0	0	1	0	0
Medical Sector	0	0	1	0	0	0
White Goods Sector	0	0	1	0	0	0
Archery	0	0	1	0	0	0
Animation	0	0	1	0	0	0
Decision Tree	0	0	0	1	0	0

5. CONCLUSION

This study reflects the trends of graduate thesis research conducted in Turkey on "Marketing Communication," an increasingly important subfield of marketing, through a bibliometric analysis. A significant observation from the bibliometric analysis is that thesis research in the field of "Marketing Communication" is predominantly conducted within Social Sciences Institutes (n=118). However, it has also been identified that other institutes have related theses. From another perspective, it has been noted that thesis research in the field of "Marketing Communication" has primarily been carried out in the main fields of Business and Public Relations, as expected, which aligns with the nature of the relevant disciplines. Nonetheless, the presence of a considerable number of theses in other main fields is significant for the development of this discipline. This also represents an important aspect from an interdisciplinary perspective, as it is believed that new viewpoints and approaches to "Marketing Communication" can contribute to its nourishment and development. Particularly, it influences the development of multidisciplinary perspectives.

The examination revealed that there has been a steadily increasing number of theses in the field of "Marketing Communication" from 1994 until the end of 2019. However, considering the limitation of thesis titles, it is possible that there are theses that do not explicitly mention "Marketing Communication" in their titles and thus fall outside the scope of this study. Therefore, it can be said that this study provides only one perspective. Additionally, this study encompasses theses registered up to December 2020, making it a preliminary step. Future studies with a broader perspective can address all topics that fall within or will fall within the field of "Marketing Communication."

When viewed from the perspective of universities, the fact that thesis research related to "Marketing Communication" has been predominantly conducted at universities in the Marmara, Aegean, and Central Anatolia regions can be explained by the close relationship of the main fields present at these universities with the topic. Especially considering the increasing number of universities and main fields after the 2000s, it is a reality that universities in other regions will contribute more to thesis research in "Marketing Communication."

In the examination of the topic names provided in the thesis index information from CoHE's National Thesis Center, it was found that topics outside of public relations, advertising, and business were also mentioned. Particularly, when viewed from the perspective of master's and doctoral studies, it was observed that the thesis index information predominantly included public relations and advertising. However, despite the presence of "Marketing Communication" in the thesis title, the absence of "Marketing Communication" as a topic name in the index information reflects that thesis authors tend to align their index information more with their main fields. On the other hand, this situation indicates that the topic has been approached from different sectors and researched in the context of applications.

When examining the phenomena specified in the thesis index information, it was determined that the maximum number of 14 index concepts were mentioned, with "Marketing Communication" primarily found in "Index 1." From the perspective of master's and doctoral studies, it was noted that this phenomenon was predominantly included in the master's thesis index information. This demonstrates that thesis authors consider not only the thesis title but also the main field when providing index information.

In light of all these indicators, it reflects the scientific examination of marketing communication practices in Turkey in terms of the development of the "Marketing Communication" discipline. The rapid development and expansion of the marketing communication mix today have led to each component being addressed separately and becoming the subject of scientific investigations. Naturally, this situation reflects the diversification of theses related to the phenomenon of "Marketing Communication" both in terms of topics and titles in CoHE's National Thesis Center. In the context of the expanding scope of marketing communication, this situation creates a richness in the field of science. However, when viewed holistically, the breadth of scope for future research presents a challenge for researchers. This means that researchers should focus on sub-areas of marketing communication. Therefore, it is recommended that those who want to work in this field consider the scope of marketing communication, determine the topics they will research within this scope, and approach the issues from a more holistic perspective.

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Conceptualization, writing-original draft, editing – **TÇ** and **EC**, data collection, methodology, formal analysis – **TÇ and EC,** Final Approval and Accountability – **TÇ** and **EC.**

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