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**Developments in the advertising industry are discussed in the External Stakeholder Meeting organized by Communication Faculty of Istanbul Aydın University**

## **Mitsubishi Electric meets up with Influencers of Advertising and Communication Industry**

**Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz attended the External Stakeholders Meeting hosted by Faculty Member Dr. Gonca Yıldırım, Head of Advertising Department of Istanbul Aydın University, organized in collaboration with Communication Research Association (ILAD). In the meeting organized in order to discuss the improvement of academy-industry relations, revealing the perspective of industry on the academy and training processes aligned with the professional requirements, Savaş Ceneviz indicated that technology shapes the digital media, advertising and digital marketing areas just like many industries, pointing out that the brands which desire to keep abreast with our age should replenish their marketing and advertising strategies much faster, building their communication tools in an alignment with the requirements of the new world.**



Advertising professionals and academics meet up at the External Stakeholder Meeting, hosted by Faculty Member Dr. Gonca Yıldırım, Head of Advertising Department of Istanbul Aydın University, in collaboration with ILAD. Organized to reveal the perspective of industry towards academy and discuss the training processes aligned with the professional requirements, meeting attended also by Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş

Ceneviz. In the meeting, the educational processes created by Istanbul Aydın University in order to train qualified professionals for advertising industry are discussed, a presentation about on-the-job applied courses is given, expectations of professional organizations and businesses are exchanged, as well as course delivery and teaching methods are elaboration from the view of ensuring a parallelism between advertising and communication education and the industry. Discussed also is the developments and changes undergoing in the advertising industry.

### **Nothing but keeping up with the change**

Pointing out that technology also shapes digital media, advertising and digital marketing areas just like many other industries, Savaş Ceneviz highlighted that digital media must be analyzed properly and strategic communication means must be set up aligned with the requirements of the new world. Ceneviz said "In any industries, businesses and brands strive to catch up with the age. Mobile engagement and e-business have been rapidly expanding. We can sum up this age where we consume everything in a rapid fashion, as "those who are unable timely to keep up with the change, may disappear". In this course, marketing, advertising and positioning strategies of the brands have been changing faster than ever. Communication disciplines and education systems must also adapt to this change process, accordingly educating communication professionals of the future who have qualifications and skills that suit requirements of the digital age."

### **New generation educational contents must be created**

Noting that digiPR, digital crisis and hot-topic management, along with the new communication models, is expected to gain more importance than ever in the near future, Mr. Ceneviz highlighted that crisis management must become a part of the curriculum. Further commenting that students must take creative drama courses to acquire presentation skills and better self-expression, Mr. Ceneviz added "As a result of advancing technology, new generation courses must be introduced as part of curriculum, and students must take basic courses to have basic knowledge on the subjects such as CRM, software and coding. Also, universities should plan their advertising campaigns in collaboration with their students as well as empower the students by giving them opportunity of direct engagement with the processes."

### **Important names of advertising industry came together**

The meeting attended by Ms. Füsün Özbilgen, General Secretary of ILAD, an organization for the improvement of communication faculties, and accreditation of the departments, as well as Mr. Ayhan Tezcan, Chairman of Arvak Outdoor Advertisers Foundation, Ms. Ayça Çınar, Integrated Strategy Director of Havaş Creative Group Turkey, Ms. Sevgi Nur Sadedil, Dr. Faculty Member of Advertising Department of Yeni Yüzyıl University, and Ms. Gonca Yıldırım, Dr. Faculty Member, Head of Advertising Department of İstanbul Aydın University.

### **About Mitsubishi Electric Corporation**

*With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,519.9 billion yen (in accordance with IFRS; US\$ 40.7 billion\*) in the fiscal year ended March 31, 2019. For more information visit: [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\*At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019.*

### **About Mitsubishi Electric's Activities in Turkey**

*Main fields of activity of Mitsubishi Electric that stand out with its advanced technology solutions in various areas ranging from "Home to Space" in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital*

factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighbouring countries' communication and broadcasting infrastructure. For detailed information; [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)

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