



Assist. Prof. Dr. DUYGU KOTAN TÜRKDEN

Mahmutbey Technology Campus

+90 (212) 604 01 00 / 1530

Interview Hours: Pazartesi - 13:00 - 14:00 Cuma 9.00-11.00

duygu.turkden@altinbas.edu.tr

EDUCATIONAL INFORMATION

Degree	University	Department	Year(s)
Doctoral Degree	Marmara University	Public Relations (Phd)	2010 - 2013
Master's Degree	Marmara University	Public Relations (Master's) (with Thesis)	2002 - 2005
Bachelor's Degree	Marmara University	Public Relations and Publicity Department	1997 - 2001

RESEARCH AREAS

ACADEMIC DUTIES

Duty	University	Area	Year(s)
Doctor Faculty Member	Altinbas University	Department of Public Relations and Advertising	2022 -
Doctor Faculty Member	Istanbul Arel University	Department of Public Relations and Advertising	2016 - 2022
Research Assistant	New Century University	Department of Public Relations and Advertising	2011 - 2012
Research Assistant	Istanbul Arel University	Department of Public Relations and Advertising	2009 - 2010

ADMINISTRATIVE DUTIES

Duty	University	Year(s)
Research Uyg. Center Director	Altinbas University	2022 - 2025
Dean of Students (coordination of Career Center, Learning Center, Support To Secondary Education and Sks Units)	Altinbas University	2022 -
Assistant Dean	Istanbul Arel University	2021 - 2022
Head of Department	Istanbul Arel University	2019 - 2020
Advisor To The Rector	Istanbul Arel University	2019 -

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

Organisation	Membership	Year(s)
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NON-UNIVERSITY EXPERIENCE

Country	Organisation	Duty	Year(s)
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BOOKS

Halkla İlişkilerde Temel Kavramlar

KOTAN TÜRKDEN DUYGU

BYR Publishing House, 978-9967-9319-7-8, 2021

Scientific Book Chapter(s)

BOOKS

Pandemi Döneminde Reklam, Medya ve Tüketici

KOTAN TÜRKDEN DUYGU

Detay Yayıncılık, 978-605-254-427-3, 2021

Scientific Book Chapter(s)

Dijital Dünyada Halkla İlişkilerin Dönüşümü

KOTAN TÜRKDEN DUYGU

Eğitim Yayınevi, 978-6257316-44-6, 2021

Scientific Book Chapter(s)

Disiplinlerarası Boyutlarıyla İletişim

KOTAN TÜRKDEN DUYGU

Ekin Yayınevi, 978-625-7983-63-1, 2020

Scientific Book Chapter(s)

Halkla İlişkiler Perspektifinden Sivil Toplum

KOTAN TÜRKDEN DUYGU, ÜNÜR ECE

Pales Yayınları, 6059319072, 2018

Scientific Book Chapter(s)

ARTICLES

The Use of Sustainability Practices in Social Media Communication: An Evaluation Specific to the Banking Sector

KOTAN TÜRKDEN DUYGU, KUŞAY YELİZ

TURKIYE İLETİSİM ARASTIRMALARI DERGİSİ-TURKISH REVIEW OF COMMUNICATION STUDIES, 2022

National DOI: 10.17829/turcom.1021679

Halkla İlişkiler Perspektifinden Şehir Markalaşması ve Sakin Şehir (Cittaslow) Modeli

KUŞAY YELİZ, KOTAN TÜRKDEN DUYGU

Aksaray İletişim Dergisi, 2021

International

PROCEEDINGS

Markaların Toplumsal Fayda Odaklı Reklam Stratejileri Üzerine Bir Değerlendirme

KOTAN TÜRKDEN DUYGU, KIRLAR AKSU SAFİYE

Cicms2021, 2021

International

Economics of Media Companies and Innovation

TARI İNCİ, KOTAN TÜRKDEN DUYGU

15th International Symposium Communication in the Millenium, 2017

International

Twitter İçeriğinin Nefret Söylemi Oluşturması: Eşcinsellik Üzerine Bir Araştırma

ÜNÜR ECE, KOTAN TÜRKDEN DUYGU

III. International Congress on Violence and Gender, 2017

International

PROJECTS

THESIS SUPERVISION

Cinsiyetsizleştirme ve BTS örneği

ÖZGÜR ÖZLEM GÜLMEZ

2022 Master's Degree

THESIS SUPERVISION

Reklamda masal dilinin kullanımı ve kadın temsili

AYŞEGÜL AKGÜN

2019 Master's Degree

Sosyal medya platformları üzerinde geleneksel televizyon yayıncılığı: Medyascope.TV örneği

FATİH ÇEVİK

2019 Master's Degree

Televizyon haberciliğine alternatif bir mecra: Etik değerler,yurttaş gazeteciliği, dijital gazetecilik, medya ekonomisi ekseninde Youtube haberciliği

CELAL KAYA

2019 Master's Degree

Dijital dünyada sanal gerçekliğin inşasıyla kripto paraların ilişkisi

MERT DEMİR

2019 Master's Degree

COURSES

Course Type	Course Code	Course Name
Master's Degree	VA592	VERİ ANALİTİĞİNDE ÖZEL KONULAR II
Bachelor's Degree	ÜSD133	DATA DRIVEN MARKETING AND CRM - HOPI
Master's Degree	VA518	VERİYE DAYALI PAZARLAMA
Bachelor's Degree	AU101	ÜNİVERSİTEYE ADAPTASYON PROGRAMI
Bachelor's Degree	ÜSD137	ETKİLİ KONUŞMA
Master's Degree	VA523	VERİ VE YAPAY ZEKA İLE KİŞİSELLEŞTİRİLMİŞ PAZARLAMA YAKLAŞIMLARI
Master's Degree	VA598	MEZUNİYET PROJESİ
Associate Degree	ODB113	DİJİTAL PAZARLAMA VE MARKA YÖNETİMİ
Associate Degree	AMH125	ETKİLİ İLETİŞİM VE BEDEN DİLİ
Associate Degree	GNL201(SHMYO)	GÖNÜLLÜLÜK ÇALIŞMALARI

PERSONAL INFORMATION

CONTACT INFORMATION

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Mahmutbey Technology Campus

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