

# Prof. ÖYKÜ EZGİ YILDIZ BALABAN

## Personal Information

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## Education Information

Doctorate, Marmara University, Sosyal Bilimler Enstitüsü, Reklamcılık Ve Tanıtım (Dr), Turkey 2004 - 2010

Postgraduate, Marmara University, Sosyal Bilimler Enstitüsü, Genel Gazetecilik (Yl) (Tezli), Turkey 2000 - 2003

Undergraduate, Marmara University, İletişim Fakültesi, Gazetecilik Bölümü, Turkey 1995 - 1999

## Academic Titles / Tasks

Professor, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2023 - Continues

Associate Professor, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2017 - 2023

Assistant Professor, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2010 - 2017

Research Assistant, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2004 - 2010

## Academic and Administrative Experience

Head of Department, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2024 - Continues

Internship Committee Member, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2022 - Continues

Erasmus Program Department Coordinator, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2021 - Continues

Chairperson of Department Quality Commission, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2018 - Continues

Member of Department Quality Commission, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2018 - Continues

Faculty Management Board Member, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2017 - Continues

Faculty Board Member, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2017 - Continues

Erasmus Program Department Coordinator, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2017 - Continues

Head of Department, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, Yeni Medya ve İletişim, 2017 - Continues

Internship Coordinator, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2016 - Continues

Deputy Head of Department, Istanbul Kultur University, Sanat ve Tasarım Fakültesi, İletişim Sanatları, 2015 - 2023

## Courses

TEZ, Postgraduate, 2023 - 2024, 2022 - 2023

REKLAMCILIĞA GİRİŞ, Undergraduate, 2023 - 2024, 2022 - 2023

BİTİRME PROJESİ II, Undergraduate, 2023 - 2024, 2022 - 2023

İLETİŞİM KURAMLARI, Undergraduate, 2023 - 2024, 2022 - 2023  
İLETİŞİMBİLİMİ II, Undergraduate, 2023 - 2024, 2022 - 2023  
BİTİRME PROJESİ I, Undergraduate, 2023 - 2024, 2022 - 2023  
SİYASAL REKLAMCILIK, Undergraduate, 2023 - 2024, 2022 - 2023  
SEMİNER II, Undergraduate, 2023 - 2024, 2022 - 2023  
SİYASAL İLETİŞİM, Undergraduate, 2023 - 2024, 2022 - 2023  
REKLAM KAMPANYALARI VE UYGULAMA ÖRNEKLERİ II, Postgraduate, 2023 - 2024, 2022 - 2023  
SEMİNER I, Undergraduate, 2023 - 2024  
KÜLTÜRLERARASI İLETİŞİM, Undergraduate, 2023 - 2024  
İLETİŞİMBİLİMİ I, Undergraduate, 2023 - 2024  
TÜKETİM SOSYOLOJİSİ, Postgraduate, 2023 - 2024  
İLETİŞİM VE MEDYA, Undergraduate, 2023 - 2024  
İletişimbilimi I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 -  
2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012  
Bitirme Projesi I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 -  
2017, 2015 - 2016, 2014 - 2015, 2012 - 2013  
Tüketim Sosyolojisi, Postgraduate, 2022 - 2023, 2018 - 2019, 2015 - 2016, 2014 - 2015, 2012 - 2013  
Bitirme Projesi II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 -  
2017, 2014 - 2015, 2013 - 2014, 2012 - 2013  
Seminer I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017,  
2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012  
Kültürlerarası İletişim, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2016 - 2017,  
2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011  
İletişim ve Medya, Undergraduate, 2022 - 2023, 2021 - 2022  
Tüketim Sosyolojisi, Postgraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020  
Siyasal İletişim, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2014 - 2015, 2012 -  
2013, 2011 - 2012  
İletişimbilimi I, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2014 -  
2015, 2013 - 2014, 2012 - 2013, 2011 - 2012  
Reklamcılığa Giriş, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2014 -  
2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011  
Reklam Kampanyaları ve Uygulama Örnekleri II, Postgraduate, 2021 - 2022  
İletişim Kuramları, Undergraduate, 2021 - 2022  
Seminer II, Undergraduate, 2021 - 2022, 2020 - 2021, 2016 - 2017, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012  
Siyasal Reklamcılık, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2017 - 2018, 2016 - 2017, 2014 - 2015  
Reklam Kampanyaları I, Undergraduate, 2020 - 2021  
Reklam Dili Çözümlemesi, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
Reklam ve Popüler Kültür, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 -  
2015, 2013 - 2014, 2012 - 2013, 2011 - 2012  
İLETİŞİM DİLİ, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2013 - 2014, 2012 - 2013, 2011 - 2012  
SİYASAL REKLAMCILIK, Undergraduate, 2018 - 2019, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011  
ULUSLARARASI REKLAMCILIK, Undergraduate, 2017 - 2018  
AÇIKHAVA REKALMCILIĞI, Undergraduate, 2017 - 2018  
Reklam Ölçme ve Değerlendirme, Undergraduate, 2015 - 2016, 2013 - 2014  
İletişim Dili (Grup1), Undergraduate, 2015 - 2016  
İletişim Dili (Grup2), Undergraduate, 2015 - 2016  
İletişim Dili (2.grup), Undergraduate, 2014 - 2015  
Reklam Ajanslarında Organizasyon ve Yönetim, Undergraduate, 2014 - 2015, 2013 - 2014  
İletişim Dili (1.grup), Undergraduate, 2014 - 2015  
İletişim Sanatlarında Kuram ve Uygulama III, Undergraduate, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011  
Reklam ve Tasarım I, Undergraduate, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011

Siaysal İletişim , Undergraduate, 2013 - 2014  
Bitirme Projesi , Undergraduate, 2013 - 2014  
Reklam ve Tasarım II, Undergraduate, 2013 - 2014, 2012 - 2013, 2010 - 2011  
İletişim Sanatları, Undergraduate, 2010 - 2011

## **Jury Memberships**

Associate Professor Exam, Associate Professor Exam, İstanbul Kültür Üniversitesi, October, 2023  
Associate Professor Exam, Associate Professor Exam, İstanbul Kültür Üniversitesi, October, 2023  
Associate Professor Exam, Associate Professor Exam, İstanbul Kültür Üniversitesi, October, 2023  
Associate Professor Exam, Associate Professor Exam, İstanbul Kültür Üniversitesi, October, 2023  
PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Nişantaşı Üniversitesi, May, 2023  
Appointment to Academic Staff-Assistant Professorship, Appointment to Academic Staff-Assistant Professorship, İstanbul Kültür Üniversitesi, March, 2023  
Appointment to Academic Staff-Professorship, Appointment to Academic Staff-Professorship, İstanbul Kent Üniversitesi, March, 2023

## **Metrics**

Publication: 25