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Senem Gençtürk Hızal graduated from Ankara University Communication Faculty Public Relations Department in 1998. She completed an M.A and a PhD in Public Relations and Advertising at Ankara University Social Sciences Institute. Hızal is working as an Associate Professor in the department of Public Relations and Advertising at Başkent University. She currently teaches “Introduction to Advertising”, “Introduction to Public Relations”, “Advertising Campaign Planning” at the undergraduate level, “Advertising and Communication”, “Advertising and Culture,” and “Public Relations Campaings” at the graduate level. Her research interests lie in the area of advertising, public relations and media industry within the context of history.



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