



Academic Member and Ambassador
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Elif Esiyok received her MSc. in Marketing from Leeds Beckett University, UK and her PhD. in Public Relations and Publicity from the Gazi University in 2015. She is currently working in Atilim University, School of Business, Public Relations and Advertising Department as an Associate Professor. She teaches courses on media planning, advertising design, campaign planning and organizational communication. Her research areas are advertising, social media, consumption culture and media.



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