



Assistant Prof. Ayça Can Kırğız

ayca.cankirgiz@gmail.com

Ayca Can Kırğız received her B.A. degree in Turkology with a focus on linguistics and Turkish / Cyrillic-based languages. This linguistic background influenced her to pursue her M.A. in Advertising guiding to write her dissertation titled "The Linguistics Dimensions of the Advertisement". She chose to pursue her PhD studies in the Department of Production Management and Marketing of the School of Economics and Administrative Sciences and has written plenty of articles and completed a lot of projects in the same field. She is currently working as Assistant Professor in the Department of Advertising at Yeditepe University and teaching Marketing, Brand Management and Integrated Marketing Communications.

<b>Degree</b>	<b>Department</b>	<b>University</b>	<b>Year</b>
M.A	Advertising and Promotion	Marmara University, Faculty of Communications	2007
Ph. D.	Product Management and Marketing	Marmara University, Faculty of Economic and Administrative Sciences	2011

**Title of Ph.D. Thesis:**

“To Support with the City Branding with the Marketing Aesthetics and Sample of İstanbul”,  
Tez Danışmanı: Prof. Dr. Zafer Kesebir

**Work Experiences**

<b>Title</b>	<b>Affiliation</b>	<b>Year</b>
Research Assistant	Kadir Has University, Faculty of Communication, Department of Advertising	2005-2011

Assistant Professor	Yeditepe University, Faculty of Communication, Department of Advertising Design and Communication	2011-...
---------------------	---	----------

### **Administrative Posts:**

- The KHAS Corporate Review of Editor, Kadir Has University
- The Vice-Dean of the Faculty of Communication, Yeditepe University
- Department Head of Radio, Television and Cinema, Yeditepe University
- Administers The MBA Program in Integrated Marketing Communication, Yeditepe University
- Administers The MBA Program in Radio, Television and Cinema, Yeditepe University

### **Supervisor of Thesis:**

Merve Ayyıldız (2014/Summer) “Examination of Sales Promotion Activities As Consumer Oriented in Terms of Demographic Characteristics”, Yeditepe Üniversitesi Bütünleşik Pazarlama İletişim Yönetimi Master Programı.

Tülay Dalgıç (2014/Summer) “The Effect of Character Usage in Branding on Brand Awareness and Reception Analysis”, Yeditepe Üniversitesi Bütünleşik Pazarlama İletişim Yönetimi Master Programı.

Şelale Barutçu (2014/Summer) “The Usage of Blue Ocean Strategy in City Marketing and Sample of Bodrum and Marmaris” Yeditepe Üniversitesi Bütünleşik Pazarlama İletişim Yönetimi Master Programı.

Müşerref Demirci, “Mystical Marketing: The Impact of Mystical Metaphors on Creating Brand Identity”, Yeditepe Üniversitesi Bütünleşik Pazarlama İletişim Yönetimi Master Programı.

Ali Hakan, “Influence of Grocers on Brand Loyalty in Fast Moving Consumer Goods Business”, Yeditepe Üniversitesi Bütünleşik Pazarlama İletişim Yönetimi Master Programı.

### **PUBLICATIONS (International and National)**

-Ayça Can Kırgız (2013) “A Marketing Paradigm: Leading Organisations that Create Brand Identity in a Consciously and Well Designed Aesthetics-Focused Manner”, International Journal of Social Sciences and Humanity Studies, ISSN: 1309-8063 (Online).

-Ayca Can Kırgız (2014) “The Current Condition of The OTC Market in Turkey, and Solution Proposals for Debates on Its Direct Introduction to Consumer”, International Journal of Economics, Commerce and Management, Rochester, United Kingdom, ISSN 2348 0386.

-Ayça Can Kırgız (2014/Bahar) “Consumer Disease Hedonism of the Modern Age and Gender Factor”, Global Media Journal, Yeditepe University, ISSN:1309-7601.

-Ayça Can Kırgız (2014) “Integrated Marketing Communication Activities Implemented by Shopping Centers to Increase Preferability: A Case Study on Istanbul”, The Journal of Academic Social Science Studies, e-ISSN:2147-2971.

-Ayça Can Kırgız (2014) “An Example to The Use of Mystical Metaphor for Brand Identity in Turkey: The Evil Eye Bead”, European Scientific Journal, ISSN: 1857 - 7431 (Online).

-Ayça Can Kırgız (2014) “The Effect of New Marketing Paradigm Green Wave Over Turkish Automotive Industry” Journal of Management Studies, ISSN 2328-2185. (about to be published).

-Ayça Can Kırgız (2014) “Activism and The Creation of Sustainable Mission Brands: The Problematic Case of Turkey”, European Scientific Journal, ISSN: 1857 - 7431 (Online).

-Ayça Can Kırgız, (2014), “A Research Over Young Consumers’ Adoption of Mobile Communication Activities in Turkey”, Marketing Intelligences&Planning, ISSN: 0263-4503 (about to be published)

-Ayça Can Kırgız (2014) “Activist Movements in Marketing: Examples of Social and Environmental Activism From Turkish Brands”, 3rd International Conference on Conflict, Terrorism and Society”, Istanbul, Turkey.

-Ayça Can Kırgız (2014/Bahar), “Alışveriş Merkezlerinin ve Süper Market Zincirlerinin Yerel Girişimcilere Etkisinin Değerlendirilmesi: Samsun Örneği”, Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi, ISSN:1300-0845.

-Ayça Can Kırgız (2014/Şubat), “Türkiye Organik Gıda Sektörü: Organik Gıda Sertifikasyonlarının ve Etiketlemelerinin Türkiye Gıda Sektörü İşletmelerinin İtibarı Üzerindeki Etkisi” Namık Kemal Üniversitesi, Papers on Social Science, ISSN 1308-4453.

-Ayça Can Kırgız (2014/Yaz), “Türk Futbol Taraftarının Yabancı Milli Takım Markalarını Nasıl Algıladığına Yönelik Çalışma” Journal of Social Science, E-Journal of Yaşar University (about to be published)

-Ayça Can Kırgız, Ayşe Simin Erdemir (2013) “Green Marketing in Turkey: A Critical Approach Towards Green Promotional Practices Executed by Turkish Brands”, 6th International Academic Conference, Norway.

-Ayça Can Kırgız (2013) “A Marketing Paradigm: Leading Organisations that Create Brand Identity in a Consciously and Well Designed Aesthetics-Focused Manner”, International Conference on Social Science”, İzmir, Turkey.

-Ayça Kırgız (2008) “The Effect of Real and Fictional Characters Used in Brand Advertisements to the Brand Association”, 6th International Symposium Communication in the Millennium, University of Texas at Austin (USA), Anadolu University, Istanbul University.

-Ayça Kırğız, Lemi Baruh (2008) ‘Opportunities Web: Brand Communication and Viral Marketing in Social Media’, Interactive Marketing in Changing Communication Environment, Kadir Has University

-Ayça Kırğız, Nurhan Babür Tosun (2007) “Using of Corporate Reputation Management As a Strategic Weapon in Determining Purchase Decision”, The 3rd International Strategic Management Conference, Beykent University.

-Ayça Kırğız, Pınar Seden Meral, Müberra Yüksel (2007) “Corporate Governance and Corporate Social Responsibility: An Inquiry of the Web Sites as a Litmus Test For Interactive New Media”, The 6th International Knowledge Economy and Management Congress, İstanbul University.

-Ayça Kırğız (2007) “The Advergaming: Latest Weapon of Brands Towards Children”, 4th International Children and Communications Congress & 4th International Children Films Festival and Congress, İstanbul University, Faculty of Labor Economics and Industry Relations.

-Ayça Kırğız, Müberra Yüksel (2006) “Advergaming: New Genre or a New Trend in Internet Advertising”, The 1th International New Media Conference, Marmara University.

#### **BOOK/ PROJ. ASİST:**

“Aileden Kuruma, Aile Anayasası”, by Mevlüt Büyükhelvacıgil, Publisher: Communication of Espas and Printing Services, 2011/Şubat, ISBN:978-605-61554-1-3

#### **BOOK /EDITOR:**

“House Interior Design: Analysis, Decision, Planning”, Deniz Ayşe Yazıcıoğlu, Publisher: Literatür, I. Edition, 2012/January, ISBN:978-975-04-0607-2, Editör: Ayça Can Kırğız

#### **BOOK/ AUTHOR:**

“City Branding Based on Marketing Aesthetics”, Ayca Can Kırğız, Publisher: LAP Lambert Academic Publishing, I. Edition, ISBN:978-365-939-1736

#### **Projects:**

-Communication, Art and Design, 1. International Doctoral Consortium, Kadir Has University, Faculty of Communication, 2006.

-Mass Communications and Communication Design, 2. International Doctoral Consortium, Kadir Has University, Faculty of Communication, 2007.

-Expectations from Cultural and Artistic Events in İstanbul and Qualification of İstanbul Municipality’s Events, İstanbul Municipality 2008/2009.

-Work with Ege Cansen, The Hürriyet Columnist and City Planner, on “System Approach”, Marmara University, January 2008.

-Work with Tınaz Titiz, the Former Finance Minister of Turkish Republic, on “Problem Solving and System Approach”, Marmara University, March 2008.

-İstanbul Design Biennial 2012, Metropolizma: A Self- Megaurbanization Experience, Creator, 2012.

### **Workshops**

- Semiology with Ayça Kırız (2008) Short Circuit Film Festival (Program), Plato Film Academy, İstanbul

-“Promoting City Branding with Marketing Aesthetics İstanbul Case” (2013), University of Applies Science, Department of Business Studies, Düsseldorf/Germany

### **Teaching Experiences:**

-Introduction to Advertising

-Introduction to Marketing

-Marketing Strategies

-Integrated Marketing Communication

-Advertising and Promotion Management

-Crisis Management in Health Communication

-Health Communication in Media

-Event Marketing

-Media Analysis

-Brand Management

-Internet Marketing and Internet Advertising

-Social Media