



# Assistant Professor Ayşe Binay Kurultay

## Department Advertising

### Education:

2005 Advertising, the University of Texas at Austin  
2001 Advertising, the University of Texas at Austin  
1997 Business Administration and Marketing, Illinois Wesleyan University

### Professional Experience:

2012 - Present Faculty of Communications, Department of Advertising, Kadir Has University (Assistant Professor)  
2005 - 2012 Faculty of Communications, Department of Public Relations and Publicity, Yeditepe University (Assistant Professor)  
2006 - 2007 Department of Marketing, Chapman University (Assistant Professor)  
1999 - 2004 Department of Marketing, The University of Texas at Austin (Teaching Assistant)  
2002 - 2002 Department of Advertising, The University of Texas at Austin (Teaching Assistant)  
1997 - 1999 Information Resources, Inc. Chicago (Marketing Account Specialist)

### Courses Taught:

AD 101 Intro to Advertising  
AD 201 Consumer Behavior  
AD 411 Corporate Identity  
Brand Management  
AD 415 Advertising  
Management

### Academic interests:

Advertising, consumption behavior

**E-mail:** [binaykurultay@khas.edu.tr](mailto:binaykurultay@khas.edu.tr)