

CURRICULUM VITAE

1. **Name Surname** : Önder Yönet

2. **Date of birth** : 26.11.1981

3. **Current Academic Title/Position:** Instructor (Ph.D) at Bahçeşehir University, Faculty of Communication, Advertising Department.

4. Educational Background :

Degree	Department	University	Year
Licence	Business Administration	Marmara University	2003
Master	Public Relations	Marmara University	2004
Graduation Project Title: Unconditioned Social Responsibility As A Core Competency At Brand Differentiation			
Doctorate	Public Relations and Advertising	Anadolu University	2011
Doctorate Thesis Title: A Method Proposal For Determining Health Communication Campaigns' Message Contents			

5. Publications

5.1. Papers Published At International Academic Journals

Şahin, Şafak; Yönet, Önder; Suher, Hasan Kemal. (2016). **Reklama Yönelik Şüphencilik: Anne-Baba ve Çocukları Arasındaki Farklar Üzerine Bir İnceleme** (Skepticism Toward Advertising: A Study On The Differences Between Parents and Children). E-Kurgu, Anadolu Üniversitesi İletişim Bilimleri Fakültesi Uluslararası Hakemli İletişim Dergisi (E-Kurgu, Online Journal of the Faculty of Communication Sciences in Anadolu University), 24(2), 55-73.

Bir, Ali Atıf; Yönet, Önder. (2016). **A Method Proposal for Determining Health Communication Campaigns' Messages**. European Journal of Interdisciplinary Studies, 4(2), 49-73.

5.3. Papers Presented and Published At International Scientific Conferences

Bir, Ali Atıf; Yönet, Önder. (2016). **A Method Proposal for Determining Health Communication Campaigns' Messages**. 9th International Conference on Social Sciences, Dubrovnik, 8-9 April.

Yönet, Önder; İnceoğlu Engin, Elif; Öztürk, Eda. (2006). **Back To The Reality: The New Images Of Women In Advertising**. 4rd International Symposium-Communication in the Millennium: A Dialogue Between Communication Scholars-“New Horizons In Communication”, Anadolu University (Turkey), 14-16 June.

Yönet, Önder. (2005). **Is Dirt Good ? (A Case Study Concerning The Socialization Function Of Advertising)**. 3rd International Symposium-Communication in the

Millennium: A Dialogue Between Communication Scholars- “New Horizons In Communication”, Elon University(USA), 12 May.

5.5. Papers Published At National Academic Journals

Ilıcalı, Banu; Yönet, Önder; Şahin, Şafak; Suher, Hasan Kemal. (2016). **Algılanan Marka Benzerliğinin; Marka Sadakati, Marka Tatmini ve Servis Kalitesi ile Olan İlişkisi: Kargo Kategorisine Yönelik Bir Araştırma** (The Relationship Between Brand Parity With Brand Loyalty, Brand Satisfaction And Service Quality: A Research On Courier Sector). Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi (Öneri, Academic Journal of Marmara University Institute of Social Science), 12(46), 295-319.

6. National Projects Participated

Project Supervisor in the “The Assosiations of Different Numbers of Strikes on Sports Shoe Brands, A Comparison between Jump and Adidas Experimental Research” in October 2015 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “Vakıfbank Likecard Consumer/ University Students’ Awarenesses towards Credit Card Research” in June 2013 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “Seramiksan Dealers’ Satisfaction Research” in 2011, 2012, 2014 and 2015 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “Sinpaş GYO Customer Satisfaction Research” in 2010, 2012 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “IDO Sea Taxi, Customer Satisfaction Research” in September-October 2008 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in “Denizbank Corporate Perception Research” in April-May 2007 (conducted at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “Aytaç Brand Recognition and Advertising Effectiveness Research” in December 2006 and in October 2007 (at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Project Supervisor in the “Kervan Çeyiz Stores Customer Satisfaction Researches” in October 2006- April 2007 (at Bahçeşehir University Communication Faculty, Advertising, Media and Consumer Researches Laboratory).

Short-term interviewer in “Turkey Natural Gas Consumption Potential Research” conducted by Balıkesir University on behalf of BOTAŞ and METU Petroleum Research Department in 2003.

7. Information About Computer Usage

Office Programs : Microsoft Office (Word, Excel, Powerpoint)

Statistics Programs : IBM SPSS Statistics, SPSS Dimensions MrInterview (CATI)

8. Certificates

IBM SPSS Statistics 18.0 Certificate for statistical analyses and predictive modelling by SPSS Turkey, 2010 (approved by a final exam at the end of a six-month education)

Hierarchical Linear Modeling (HLM) Certificate by Bahçeşehir University Research Methods School, 2012 (participation certificate)

9. Academic Courses Lectured Within the Past Two Years

Akademic Year	Semester	Course Name	Weekly Hour		Number of Students
			Teoric	Pratical	
2016-2017	Fall	ADV3631 Project Management	3	0	20
		ADV4615 Advertising Campaigns I	2	4	5
		ADV4632 Global Advertising	3	0	20
		HIM1010 Health Communication	2	0	8
		ISL5922 Medya ve İletişim Araştırmaları Semineri (Media and Communication Researches Seminar) (master)	3	0	18
		PRL2525 Research in Public Relations	3	0	54
		REK6304 İleri Araştırma, Analiz ve Raporlama (Advanced Research, Analysis, and Reporting) (Ph.D)	3	0	3
		SKY1010 Sağlık İletişimi (Health Communication)	2	0	99

2015-2016	Spring	ADV4616 Advertising Campaigns II	2	4	5
		ADV4632 Global Advertising	3	0	24
		ADV4684 Advertising Account Management	3	0	39
		SKY1010 Sağlık İletişimi (Health Communication)	2	0	80
	Fall	ADV3631 Project Management	3	0	12
		ADV4615 Advertising Campaigns I	2	4	9
SKY1010 Sağlık İletişimi (Health Communication)		2	0	117	
2014-2015	Spring	ADV4632 Global Advertising	3	0	22
		ADV4684 Advertising Account Management	3	0	15
		PIH5009 Sosyal Kampanyalar (Social Campaigns)(Master)	3	0	36
		REK6304 İleri Araştırma,Analiz ve Raporlama (Advanced Research, Analysis, and Reporting) (Ph.D)	3	0	6
		SKY1010 Sağlık İletişimi (Health Communication)	2	0	91