

## Pelin HÜRMERİÇ



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### Research Interests

Corporate Communication  
History of Public Relations  
Integrated Marketing Communication

### Biography

BA: Marmara University, School of Communication, Public Relations and Publicity Department, 2000  
MA: Yeditepe University, Institute of Social Sciences, Public Relations and Publicity MA Program, 2004  
PhD: Marmara University, Institute of Social Sciences, Public Relations and Publicity PhD Program, 2009

### Papers

- 1) Bıçakçı, İ., Hürmeriç, P., Bıçakçı, A.B. (2016). Bipolar Attitudes in Turkish Political PR: The Kurdish Question, Sommerville, I., Hargie, O., Taylor, M., Toledano, M. (Eds.), *International Public Relations: Perspectives from deeply divided societies* içinde s. 198-228, Routledge.
- 2) Hürmeriç, P. & Bıçakçı, A. B. (2015). Sürdürülebilirliğin Kurumsal İletişimdeki Yansımaları: Küresel Otomotiv Markalarının Reklamlarının Göstergibilimsel Çözümlemesi. *Global Media Journal Turkish Edition*, 6(11), ss. 283 – 304.
- 3) Bıçakçı, A. B., Hürmeriç, P. (2013). Milestones in Turkish Public Relations History, *Public Relations Review*, 39(2), ss.91-100.
- 4) Hürmeriç, P. & Baban, E. (2012). Simmel, Veblen ve Sombart'ın Penceresinden Hedonik Tüketim: Ütopya'da Negotium ve Otium. *Global Media Journal Turkish Edition*, 2(4), ss.87-101.
- 5) Aydın, G. & Hürmeriç, P. & Aydın Aslaner, D. (2014). Transformation of Turkish Printed Newspapers' Corporate Cultures. *International History of Public Relations Conference*, Bournemouth, 2-3 Temmuz 2014 (online proceedings).
- 6) Balta Peltekoğlu, F. & Hürmeriç, P. (2012). The Effects of the Environment on Public Relations and Advertising as Key Elements of Promotion Strategy in the Marketing Efforts. *Proceedings of International Conference on Contemporary Marketing Issues*, June 13-15, Selanik, Yunanistan, ss. 151-156.
- 7) Bıçakçı, A. B. & Hürmeriç, P. (2012). The Milestones Influencing Public Relations Profession in Turkey: Insights from the PR Pioneers. *International History of Public Relations Conference*, Bournemouth, 11-12 Temmuz 2012 (online proceedings).
- 8) Balta Peltekoğlu, F. & Hürmeriç, P. (2012). Social Media Used as a Marketing Public Relations Tool in Turkish Football Teams. *Journal of Selçuk Communication*, 7(2), ss. 5-13.
- 9) Hürmeriç, P. & Gönenli, G. (2012). Public Relations as a Tool to Cultivate Public Health: An Overall Analysis of 'Smoke Free Air Space Campaign'. *Proceedings of International Conference on Communication, Media, Technology and Design*, May 09-11, 2012, İstanbul, ss. 358-363.

### Book

- 1) Hürmeriç, P. (2016). Halkla İlişkiler ve Etik: Süregiden Tartışma, içinde Balta Peltekoğlu, F. (Ed.) *İletişimin Gücü: Kurumsaldan Küresele Halkla İlişkiler*, İstanbul: Beta Basım A.Ş.
- 2) Hürmeriç, P. & Ülger, B. (2015). Ethics Statements of Public Relations Agencies in Turkey: How Do Turkish PR Agencies Present Themselves on the Web?, içinde Catellani, A., Zeffass, A., Tench, R. (eds). *Communication Ethics in a Connected World: Research in Public Relations and Organisational Communication*, Peter Lang.
- 3) Bıçakçı, A.B. & Hürmeriç, P. (2015). Turkish Universities' Adoption of Social Media for Dialogic Communication, içinde Ordeix, E., Carayol, V., Tench, R. (Eds.). *Public Relations, Values and Cultural Identity*, Peter Lang.
- 4) Bıçakçı, A. B., Hürmeriç, P. (2014) *The Historical Development of Public Relations Profession in Turkey: The Rise of a Profession in Times of Social Transformation*, içinde Burton St. J. III, Lamme M. O., L'Etang J., (Eds.) *Pathways to Public Relations: Histories of Practice and Profession*, Routledge.

### Courses

- Fall: PRP 201 Integrated Marketing Communication  
PRP 301 Corporate PR  
MES 699 Thesis
- Spring: PRP 204 Practices And Case Studies in PR  
PRP 282 Integrated Marketing Communication  
PRP 301 Corporate PR  
PRP 401 Management of Strategies And Campaigns in PR