

CURRICULUM VITAE

1. **Name, surname:** Pelin Bayram
2. **Date of Birth:** 06/02/1980
3. **Position:** PhDc / Senior Lecturer
4. **Education:** Phd in progress

Degree	Area	University	Year
PHD	MARKETING	THE AMERICAN UNIVERSITY	IN PROGRESS
MBA	MASTER OF BUSINESS ADMINISTRATION	ISTANBUL BILGI UNIVERSITY	2004
B.A	FACULTY OF COMMUNICATION AND MEDIA STUDIES	EASTERN MEDITERRENEAN UNIVERSITY	2001

5. Administrative Work

- General Manager – IBT International (Istanbul – Turkey) (2008)
- Sales & Marketing Manager – Scan Global Logistic (Istanbul – Turkey) (2007)
- Sales & Marketing Executive – Ecu-Line International NVOCC (Istanbul - Turkey) (2003 – 2007)
- PR Coordinator – Ugur College (Istanbul – Turkey) (2002 – 2003)

6. Courses taught in the last two years

Academic year	Semester	Course Name	Hours per week		Number of students
			Credit	Practice	
2013-2014	Fall	Principles of Marketing (Bus 315 –Bus 309)	3	3	80
		Integrated Marketing Communication (Bus 458)	3	3	7
		Sales Management (Bus 451)	3	3	20
		Computer Applications (Comp 104)	3	3	35
		Organizational Behavior (Bus 301)	3	6	130

2012-2013	Spring	Principles of Marketing (Bus 315 –Bus 309)	3	3	
		Marketing Strategy (Bus 457)	3	3	
		Advertising & Promotion Management (Bus 452)	3	3	
		Consumer Behavior (Bus 450)	3	3	
		Computer Applications (Comp 104)	3	9	
2011-2012	Fall	Sales Management (Bus 451)	3	3	31
		Introduction to Comp & Inf. System (Comp 103)	3	12	130
		Computer Applications (Comp 104)	3	3	47
	Spring	Consumer Behavior (Bus 450)	3	3	18
		Advertising & Promotion Management (Bus 452)	3	3	11
		Computer Applications (Comp 104)	3	15	145