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**Assit. Prof Dr. Sevil UZOGLU BAYCU** is graduated from Anadolu University Communication Sciences Faculty Department of Public Relations and Advertising. Completed master's and PhD degree in Public Relations and Advertising Program of Social Sciences at Anadolu University. Currently associate professor at the Anadolu University Faculty of Communication Sciences Department of Public Relations and Advertising. Also worked as a main coordinator at Open University coordinator of Public Relations and Publicity Programme for four years. Besides scientific studies, carried out several projects funded by European Union, the World Bank, the United Nations and the Sabanci Foundation. Lectures in degree program are; "*Public Relations, Public Relations Writing, Public Relations Campaign Design, Corporate Communications Management, Community Service Applications*", in Masters program; "*Crisis Communication, New Perspectives in Public Relations, Corporate Communications in Writing (Online)*", and "*Reputation Management, Public Relations Applications and Examples events*", lessons in Ph.D. program. Also lectures " *Public Relations* " in Azerbaijan program. There are written books, articles as well as editorship of several books in Public Relations.

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