



Dr Mehmet Baskin Yenicioglu - Subject Area Leader

Strategic Marketing

Baskin joined Henley as an Academic Fellow in Marketing at the School of Reputation and Relationships in 2007 from Bilkent University, where he has studied for his doctorate degree in the Marketing track.

In addition to his PhD studies, Baskin has also worked as a full-time Research and Teaching Assistant and as a part-time Instructor and was involved in delivering various Marketing courses at both the undergraduate level as well as the graduate level.

He has also acted as a marketing insights consultant for companies that range from a small start-up establishment to an international conglomerate in Turkey.

Prior to his PhD studies, Baskin earned a BSc degree in Management from the Middle East Technical University and an MSc degree in Organisational and Social Psychology from London School of Economics and Political Science.