



▪ Field Major in promotion

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▪ Title Professor

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### | Educational background

Bachelor of the Department of Journalism and Broadcasting, Sogang University  
Master of Michigan State University  
Doctor of Michigan State University

### | Major careers

Chief Professor of Major in IMC, the College of International Studies, Hallym University  
Director of the Korea Health Communication Association  
Director of the Korean Association for Advertising and Public Relations  
Editor of the Journal of Public Relations Research  
Member of the Viewer Committee of Chuncheon MBC  
Member of the Education and Training Deliberation Committee, the Gangwon Human Resource Development Center  
Chief of the Strategy Office of Research of Korcom Porter Novelli