

Digital and social media:

General ad effectiveness

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Health Marketing Quarterly

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American Academy of Advertising

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*Dow Jones Newspaper Internship Program & Knight
Foundation's Institute for Midcareer Copy Editors
The University of North
Carolina at Chapel Hill*

Korea Broadcasting Advertising Corporation

Thomas O. & Darlene Wood Ryder Distinguished Professorship

John H. Bateman Professorship

Remal Das and Lachmi Devi Bhatia Memorial Professorship

Doris

Westmoreland Darden #2 Professorship

D. Jensen Holliday Professorship Louisiana State University

Bank One/Bateman Professorship Louisiana State University

Joe D. Smith/Hibernia Professorship Louisiana State University

Blue Cross/Blue Shield Professorship Louisiana State University

*Howard and Nantelle Mitchiner Gittinger Professorship Louisiana State
University*

Summer Research Stipend Louisiana State University

Bart Swanson Professorship Louisiana State University

William R. Kenan The University of North Carolina at Chapel Hill

National Communication Association Doctoral Honors Seminar

*Outstanding Graduate Student Award
University Fullerton*

California State

PHI KAPPA PHI

KAPPA TAU ALPHA

PHI BETA DELTA

Silver Award

Sports Seoul Newspaper Inc.

*American Academy of Advertising
and Mass Communication
National Communication Association*

*Association for Education in Journalism
International Communication Association*

*Advertising Research (Korean advertising journal) Asian Communication Research
Computer in Human Behavior Electronic Journal of
Communication, International Communication Gazette International Journal of
Advertising , Journal of Advertising Research, Journal of
Asian Communication Journal of Interactive Advertising, Journal of International
& Intercultural Communication Journalism & Mass Communication Quarterly,
Mass Communication and Society*

*American Academy of Advertising (AAA) American Academy of Advertising Global
Association for Education in Journalism and Mass Communication (AEJMC),
International Communication Association (ICA) National Communication
Association (NCA), Society for Marketing Advances (SMA)*

