



▪ Field Major in Advertising

▪ Name Hong, Seok-min

▪ Title Professor

▪ Office Laboratory College of Social Sciences & Business 2 (Damheongwan) 13405

▪ Tel 033-248-1927

▪ email seokminhong@hallym.ac.kr

### | Educational background

Bachelor of the Department of Sociology, Yonsei University  
Master of Advertising, University of Texas at Austin  
Doctor of Advertising, University of Texas at Austin

### | Major careers

Dean of the College of International Studies, Hallym University  
Exchange professor, Taylor University  
Member of the Fair Committee of Election Polls of Gangwon-do  
AE of KORAD, Advertising agency