

Business Leaders' Breakfast Series

UNK
COLLEGE OF BUSINESS
& TECHNOLOGY

**EXECUTIVE
EDUCATION**

Friday

May 12, 2017

7:30-9:00 am

The Egg & I

1325 2nd Ave

Kearney, NE 68846

Reserve your space today by
registering at:

www.unk.edu/executive-ed



USING TRADITIONAL AND SOCIAL MEDIA TO CREATE EFFECTIVE ADVERTISEMENTS

The keynote speaker for the breakfast is Heather Meyer, Ph.D., an Associate Professor of Marketing at UNK. Her Ph.D. is from the University of Texas at Austin. Her current research interests include advertising, branding, and consumer culture. In particular, she studies how consumers utilize brands in order to signal aspects of their identity to others. Her research has been published in the Journal of Interactive Advertising, International Journal of Advertising, Qualitative Market Research, and Marketing Intelligence and Planning, among others.

For her presentation, Dr. Meyer will discuss how advertising communication works, how traditional media and new media differ, the impact of advertising on consumer attitudes, the hierarchy of effects phenomenon, building brand equity, and measuring an advertising campaign's overall impact.

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