Federico de Gregorio

Assistant Professor
degrego@uakron.edu

Department of Marketing
College of Business Administration
University of Akron
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EDUCATION

Ph.D., Mass Communication, 2005, University of Georgia

Dissertation: "Forgotten but Not Gone: Implicit Memory as a Complementary Measure of Brand Placement Effectiveness"

Co-Chairs: Dr. Dean M. Krugman, University of Georgia, Advertising
Dr. Spencer F. Tinkham, University of Georgia, Advertising

Committee Members: Dr. Leonard N. Reid, University of Georgia, Advertising
Dr. Joseph R. Dominick, University of Georgia, Telecommunications
Dr. Richard L. Marsh, University of Georgia, Cognitive Psychology

M.A., Advertising, 2002, Michigan State University

B.A., Communication (specialization in Advertising), 1999, Hawaii Pacific University

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, 2008 – current
Department of Marketing, University of Akron

Assistant Professor of Advertising, 2005 – 2008
Department of Advertising and Public Relations, University of Alabama

TEACHING EXPERIENCE

6600: 655: MBA - Integrated Marketing Communications, University of Akron
Instructor of record: Fall 2009 (overall student evaluation: **4.55/5**)
Fall 2010

6600: 492: Marketing Practicum, University of Akron
Instructor of record: Spring 2010 (**4.83/5**)

6600: 445: Creative Marketing, University of Akron
Instructor of record: Fall 2008 (overall student evaluation: **4.75/5**)
Spring 2009 (overall student evaluation: **4.78/5**)
Fall 2009 (overall student evaluation: **4.70/5**)
Spring 2010 (**4.94/5**)
Fall 2010

6600: 350: Integrated Marketing Communications, University of Akron
Instructor of record: Fall 2008 (two sections overall student evaluation: **4.73/5**)
Spring 2009 (two sections overall student evaluation: **4.71/5**)
Fall 2009 (overall student evaluation: **4.76/5**)
Spring 2010 (**4.64/5**)
Fall 2010

CIS 650: Doctoral Seminar – Non-Traditional Forms of Persuasion, University of Alabama
Instructor of record: Fall 2007 (overall student evaluation: **4.83/5**)

APR 597: Graduate Advertising Campaigns, University of Alabama
Instructor of record: Summer 2006 (overall student evaluation: **5/5**)

APR 424: Advertising Campaigns, University of Alabama
Instructor of record: Fall 2006 (overall student evaluation: **5/5**)
Spring 2008 (overall student evaluation: **4.7/5**)

APR 423: Advertising Management, University of Alabama
Instructor of record: Fall 2005 (overall student evaluation: **4.83/5**)
Spring 2006 (overall student evaluation: **4.80/5**)
Summer 2006 (overall student evaluation: **5/5**)
Spring 2007 (overall student evaluation: **4.72/5**)
Spring 2008 (overall student evaluation: **4.78/5**)

APR 422: Advertising Media Planning, University of Alabama
Instructor of record: Fall 2005 (overall student evaluation: **4.8/5**)
Spring 2006 (overall student evaluation: **4.94/5**)
Fall 2006 (overall student evaluation: **4.7/5**)
Spring 2007 (overall student evaluation: **4.7/5**)
Summer 2007 (overall student evaluation: **4.5/5**)
Fall 2007 (overall student evaluation: **4.93/5**)

ADPR 3140: Advertising and Society, University of Georgia (as doctoral student)
Instructor of record: Spring 2003 (overall student evaluation: **4.7/5**)
Fall 2003 (overall student evaluation: **4.56/5**)
Spring 2004 (overall student evaluation: **4.87/5**)
Fall 2004 (overall student evaluation: **4.7/5**)

PEER-REVIEWED PUBLICATIONS

Lee, David Taejun, Yongjun Sung, and Federico de Gregorio (forthcoming, 2011), "Cross-Cultural Challenges in Product Placement," *Marketing Intelligence and Planning*.

Cheong, Yunjae, Federico de Gregorio, and Kihan Kim (2010), "The Power of Reach and Frequency in the Age of Digital Advertising: Offline and Online Media Demand Different Metrics," *Journal of Advertising Research*, 50 (4), 403-415.

de Gregorio, Federico, and Yongjun Sung (2010), "Understanding Attitudes toward and Behaviors in Response to Product Placement: A Consumer Socialization Framework," *Journal of Advertising*, 39 (1), 83-96.

de Gregorio, Federico, and Yongjun Sung (2009), "Giving a Shout Out to Seagram's Gin: Extent of and Attitudes towards Brands in Popular Songs," *Journal of Brand Management*, 17 (3), 218-235.

de Gregorio, Federico, and I-Huei Cheng (2009), "Does Stronger Links with Practice Make Perfect? A Survey of Advertising Scholars," *International Journal of Advertising*, 28 (3), 555-589.

Sung, Yongjun, Federico de Gregorio, Jong-Hyuok Jung (2009), "Non-Student Consumer Attitudes towards Product Placement: Implications for Public Policy and Advertisers," *International Journal of Advertising*, 28 (2), 257-285.

Cheng, I-Huei, and Federico de Gregorio (2008), "Does (Linking with) Practice Make Perfect? A Survey of Public Relations Scholars' Perspectives," *Journal of Public Relations Research*, 20 (4), 377-402.

Yongjun Sung, Jongsuk Choi, and Federico de Gregorio (2008), "Brand Placements in Korean Films, 1995-2003**,"** *Journal of International Consumer Marketing*, 20 (3/4), 39-53.

Sung, Yongjun, and Federico de Gregorio (2008), "New Brand Worlds: A Comparison of College Student Attitudes toward Brand Placement in Films, Television Shows, Songs, and Video Games," *Journal of Promotion Management*, 14 (1/2), 85-101.

Han, Kyoo-Hoon, and Federico de Gregorio (2006), "A Range of Beauties: A Cross-Cultural Analysis of Cosmetics TV Commercials," in Kahle, Lynn R. and C. H. Kim, (Eds.), *Creating Images and the Psychology of Marketing Communications*, Mahwah, NJ: Lawrence Erlbaum, 201-220.

CONFERENCE PROCEEDINGS

Cheong, Yunjae, Federico de Gregorio, and Kihan Kim (2010), "Media Directors' Medium Evaluation Criteria and Perceptions of Reach and Frequency Estimation Models," in Nowak, Glen (Ed.), *Proceedings of the American Academy of Advertising*, 109. ABSTRACT

de Gregorio, Federico, Yongjun Sung, and Jong-Hyuok Jung (2008), "Attitudes Toward Product Placement: A Consumer Socialization Framework," in Rodgers, Shelly (Ed.), *Proceedings of the American Academy of Advertising*, 196. ABSTRACT

de Gregorio, Federico and I-Huei Cheng (2007), "Does (Stronger Links With) Practice Make Perfect? A Survey of Advertising Scholars," in Sheehan, Kim (Ed.), *Proceedings of the American Academy of Advertising*, 186. ABSTRACT

de Gregorio, Federico (2006), "Forgotten But Not Gone: Implicit Memory as a Complementary Measure of Brand Placement Effectiveness," in Richards, Jef I. (Ed.), *Proceedings of the American Academy of Advertising*, 26. ABSTRACT

Sung, Yongjun and Federico de Gregorio (2005), "Attitudes Towards Brand Placements in Popular Songs vs. Films: A Secondary Analysis," in La Ferle, Carrie (Ed.), *Proceedings of the American Academy of Advertising*, 38. ABSTRACT

de Gregorio, Federico and Yongjun Sung (2004), "'Pass the Courvoisier': An Exploratory Study of Brand Mentions in Popular Songs," in Rose, Pat (Ed.), *Proceedings of the American Academy of Advertising*, 117. ABSTRACT

Nyilasy, Gergely , Federico de Gregorio and Hyunjae Yu (2004), "A Content Analy sis of Advertising Content Analy ses in Mass Com munication Journals," Rose, Pat (Ed.), *Proceedings of the American Academy of Advertising*, 251. ABSTRACT

PEER-REVIEWED CONFERENCE PRESENTATIONS

Cheong, Yunjae, Federico de Gregorio, and Kihan Kim (2009), "Media Directors' Medium Evaluation Criteria and Perceptions of Reach and Frequency Estimation Models," 2009 Conference of the American Academy of Advertising.

de Gregorio, Federico, Yongjun Sung, and Jong-Hyuok Jung (2008), "Attitudes toward Product Placement: A Consum er Socialization Framework," 2008 Conference of the Am erican Academ y of Advertising.

de Gregorio, Federico, and I-Huei Cheng (2007), "Does (Stronger Links With) Practice Make Perfect?: A Survey of Advertising Scholars," 2007 Conference of the American Academy of Advertising.

de Gregorio, Federico and Yongjun Sung (2007), "Consum er Attitudes towards Product Placement: Implications for Public Policy ," 2007 Convention of the Association for Education in Journalism and Mass Communication.

de Gregorio, Federico (2006), "Im plicit Mem ory as a Com plementary Measure of Brand Placem ent Effectiveness in Video Gam es," 2006 Convention of the Association for Education in Journalism and Mass Communication.

de Gregorio, Federico (2006), "Forgotten But Not Gone: Implicit Memory as a Com plementary Measure of Brand Placement Effectiveness," 2006 Conference of the American Academy of Advertising.

Sung, Yongjun, and Federico de Gregorio (2005), "Attitudes Towards Brand Placem ents in Popular Songs vs. Films: A Secondary Analysis," 2005 Conference of the American Academy of Advertising.

Sung, Yongjun, and Federico de Gregorio (2005), "New Brand Worlds: A Com parison of Student Attitudes Towards Brand Placements in Four Media Vehicles," American Marketing Association Winter Conference.

Sung, Yongjun, and Federico de Gregorio (2004), "Where Does Political Speech End and Commercial Speech Begin? A Re-Visit of *Kasky v. Nike, Inc*." 2004 Convention of the Association for Education in Journalism and Mass Communication. (awarded **Top Student Paper – AEJMC Advertising Division**).

de Gregorio, Federico and Yongjun Sung (2004), "'Pass the Courvoisier': An Exploratory Study of Brand Mentions in Popular Songs," 2004 Conference of the American Academy of Advertising.

MANUSCRIPTS UNDER REVIEW

Cheong, Yunjae, Federico de Gregorio, and Kihan Kim, "Advertising Efficiencies of Top US Marketers: A Longitudinal Analysis," under first-round review at *Journal of Advertising*.

de Gregorio, Federico, Yongjun Sung, Jong-Hyuok Jung, and Alexa Sullivan, "Advertising Avoidance: A Consumer Socialization Perspective," under first-round review at *Journal of Advertising*.

de Gregorio, Federico. Yunjae Cheong, and Kihan Kim, "Interorganizational Conflict Within Advertising Agencies: Antecedents and Outcomes," under first-round review at *Journal of Advertising*

REPRESENTATIVE WORKS IN PROGRESS

de Gregorio, Federico, and Tim Daly, "When Opposites Collide: Consumer Response in the Face of Opposing Environmental Primes," data collection, targeted for *Journal of Consumer Research*

de Gregorio, Federico, and I-Huei Cheng, "Getting Your Name Out There: Predictors and Effects of Trade Press Mentions by Business Faculty," data collection, targeted for *Journal of Marketing*

NON-PEER-REVIEWED PUBLICATIONS

de Gregorio, Federico (2005), "Linked to a Whole New World," in Dominick, Joseph R. (Ed.), *The Dynamics of Mass Communication* (8th Edition), New York: McGraw-Hill.

GRANTS

Fisher Institute for Professional Selling Summer Research Grant (2010, University of Akron) – "Priming Cooperative vs. Competitive Negotiation Behavior among Lay and Expert Negotiators," $4,500 *received* (with Tim Daly)

Research Advisory Committee Grant (2006, University of Alabama) – "Product Placement as a Brand Introduction Strategy: A Test of Effectiveness", $5,000, *received*

RECOGNITION

Winner - American Academy of Advertising's Doctoral Dissertation Proposal Competition (2005)
"Forgotten, but Not Gone: Implicit Memory as a Complementary Measure of Brand Placement Effectiveness", $850

Top Paper – AEJMC Advertising Division (2004)
Sung, Yongjun and Federico de Gregorio (2004), "Where Does Political Speech End and Commercial Speech Begin? A Re-Visit of Kasky v. Nike, Inc." presented at Association for Education in Journalism and Mass Communication Annual Convention, August 6.

SUPERVISION OF STUDENT RESEARCH

Dissertation Committees

Jun-Kyo Kim (2008, University of Alabama, committee member)

Thesis Committees

Rachel Karash (2010, University of Akron, Honor's thesis committee member)
Lindsay Smeiles (2009, University of Akron, Honor's thesis Chair)
Tamay Shannon (2007-2008, University of Alabama, thesis Chair)
Amanda Malone (2007-2008, University of Alabama, thesis Chair)
Jenny Rankin (2006-2007, University of Alabama, committee member)

Undergraduate Independent Studies Supervised

Taylor Kruse (Summer 2009, University of Akron)
Tyler Morrow (Spring 2007, University of Alabama)
Andrew Davis (Fall 2006, University of Alabama)

SERVICE

Reviewing

Journal of Advertising - Ad hoc reviewer
Journal of International Marketing – Ad hoc reviewer

International Journal of Advertising – Ad hoc reviewer
Journal of Interactive Advertising - Ad hoc reviewer
American Academy of Advertising Conference (2005 - 2010)
Association for Education in Journalism and Mass Communication Annual Conventions - Advertising Division (2005-2008)
2005, 2007, 2008, 2009 American Marketing Association Winter Conference - Brand Marketing and Communications track

Advising, Committees, and Community Service

Member, Undergraduate Recruitment and Retention Committee, CBA, 2010-2011 (University of Akron)
Member, Web Committee, CBA, 2010-2011 (University of Akron)
Member, Merit Committee, MKTG, 2010-2011 (University of Akron)
Member, Student Engagement Committee, CBA, 2009-2010 (University of Akron)
Member, E-Marketing and Advertising Curriculum Committee, 2009–2010 (University of Akron)
Member, Branding Committee, CBA, 2008 – 2009 (University of Akron)
Member, Graduate Curriculum Admissions Committee, CBA, 2008 – 2009 (University of Akron)
Member, E-Marketing and Advertising Search Committee, 2008 – 2009 (University of Akron)
Member, Learning Technology Committee, MKTG, 2008 – 2009 (University of Akron)
Member, Computer Policy Committee, APR, 2005 – 2008 (University of Alabama)
Member, Discipline Committee, APR, 2006 – 2007 (University of Alabama)
Member, Textbook Review Committee, APR, 2006 – 2007 (University of Alabama)
Member, Social Committee, APR, 2007 – 2008 (University of Alabama)

Faculty adviser: Students in Free Enterprise, 2008-2010 (University of Akron)
Faculty Adviser: American Advertising Federation Chapter, 2009-2011 (University of Akron)

Education Chair: Akron American Advertising Federation
Member: Business Advisory Board, Akron Public Schools system, 2009-2011 (Akron, OH)

AFFILIATIONS

American Academy of Advertising
American Marketing Association
Marketing Science Institute
Akron American Advertising Federation

PROFESSIONAL EXPERIENCE

Ogilvy & Mather Hawaii
Freelance Copywriter, 1998 - 2000

GEM of Hawaii (Neighborhood Electric Vehicle retailer)
Marketing Researcher, 1998 – 1999