

Robert Hughes

Adjunct Lecturer at University of Florida

Gainesville, FL, US

Robert Hughes combines expertise gained from three decades in the advertising and marketing fields with communication theory.

Biography

As a three-decade professional in the advertising and marketing field who has taught at the university level for half that time, Bob Hughes shares the best of professional expertise and communication theory. He leads graduate and undergraduate courses in Strategic Communication, Branding and Social Media, Advertising Strategy, Customer Analytics and Introduction to Media. Bob also leads a consulting practice in marketing and communications, with a specialization in electric vehicle communications.

Areas of Expertise

Digital Streaming, Media, Strategic Communication, Marketing, Advertising, Communication Theory, Customer Analytics, Digital Streaming and Media

Affiliations

Executive Director, Utility Communicators International, The University of Phoenix, Georgia Power Company

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