

Georgia Southern University

Digital Commons@Georgia Southern

Business, College of - News

Business College Publications

9-12-2022

College of Business News

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-news>

This news article is brought to you for free and open access by the Business College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business, College of - News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Jin-Woo Kim Opines on Bank of America's Marketing Strategy

September 12, 2022

Jin-Woo Kim, associate professor of marketing, has been featured in a WalletHub story about how Bank of America markets its credit cards. To read more, go to wallethub.com/credit-cards/bank-of-america/#expert=Jin-Woo_Kim.

Posted in [Uncategorized](#)