



AAA Graduate Student Symposium

September 10, 2021 | Virtual (Zoom)

Registration: <https://tinyurl.com/4vbs274p>

The Advertising Graduate Student Symposium will be an online event sponsored by the American Academy of Advertising. The one-day online symposium will be held virtually Friday, September 10, 2021 and targeted to current and potential advertising doctoral students around the world.

Renowned professors from top member institutions in the American Academy of Advertising will provide current and prospective doctoral students insight about doctoral programs and the academic job market. Current doctoral students will get a peek behind the curtains of the academic job market and tips as to how to navigate the process. Master's students will gain an understanding of what doctoral programs are at top advertising programs, how to successfully apply, and insight into what it is like to be a doctoral student.

The event is free for doctoral students to attend with an active AAA student membership. The event is free for all Master's students. Please complete the information below to register. More details about the symposium will be provided via email as the event approaches.

Non-AAA member doctoral student? Please go to [AAA Home \(aaasite.org\)](https://www.aaasite.org) to become a AAA student member before registering. Registration will close on September 7, 2021 at 11:59 p.m. CST.

Symposium Program

8:45 – 9 am Welcome & Overview

9 – 10:30 am Panel 1: Navigating the Academic Job Market (doctoral students)

- Types of Jobs & Where to Find Them
- The Application Process – What to Expect
- The Interview Process – What to Expect
- Negotiating Your Contract
- Q&A

Panel 2: Understanding & Searching for Doctoral Programs (master's students)

- Why do a Ph.D.? Areas of Advertising Research
- Doctoral v. Master's Programs
- What to look for in a doctoral program
- The Ph.D. Application Process – What to Expect
- How funding works
- Q&A

10:40 – 12:15 Panel 3: Tips for the Job Hunt (doctoral students)

- How to Write Successful Application Letters
- Crafting a Curriculum Vita
- The Job Talk – Design & Delivery
- Teaching Presentations – Design & Delivery
- Other Tips & Q&A

10:40 – 12:15 Panel 4: Becoming & Being a Successful Doctoral Student (master's students)

- How to Craft a Successful Application Package
- Doctoral Coursework
- The Dissertation
- How Assistantships Work
- Tips & Q&A

LUNCH BREAK

1:15 – 2:45 pm Panel 5: Ask the Chairs/Search Chairs Session (doctoral students)

- Chairs & current/recent search committee chairs provide an overview of the search process from the search committee's point-of-view
- Q&A

Panel 6: Doctoral Programs Showcase & Q&A (master's students)

- Four AAA member doctoral programs will provide short presentations about their doctoral programs providing students with insights into what advertising doctoral education looks like.
- Q&A

3:00 – 4:15 pm Panel 7: Doctoral Students on Being a Doctoral Student

- Research examples from current doctoral students
- Tips from current doctoral students
- Q&A

4:15 – 4:30 pm Closing Comments