

Dear AAA Graduate Student Members:

The ANA Educational Foundation (AEF) enhances professors' understanding of the latest developments and practices in advertising and marketing to inform their teaching and research via educational programs. Since its inception, more than 1,500 professors have participated in the Visiting Professor Program (VPP). For the Sixth year in a row, **Ph.D. students will be joining professors during the VPP presentations in collaboration with the American Academy of Advertising (AAA).**

About the 2025 VPP:

The weeklong program will be held June 2-6 in New York City for 40 professors hosted by marketers, ad agencies and media companies. The theme of the program is 'Envisioning the Future of Marketing and Advertising', and the goal of the program will be to help stay abreast of current trends and practices, inform your own research, and share academic perspectives with fellow professors.

The VPP will also focus on the broader themes of Sustainability and Inclusion, Brand and Creativity, Data and Technology, and Talent. Our industry partners will share insights and best practices in each of these areas and our partnership with Fordham University's Center for Positive Marketing will provide opportunities to connect the themes to teaching and research. Overseen by our VPP "Professor in Residence" Dawn Lerman, Ph.D., the curriculum is designed to provide participants with content for the classroom and inspiration for research.

How to Apply:

The AEF offers this program to one-two (1-2) AAA graduate student members, who will be selected by the AAA, to participate in the 2025 VPP in NYC. This is only open to current AAA graduate student members. To be considered for this program, **please submit the following materials by February 1, 2025 to Sigal Segev, AAA President (segevs@fiu.edu):** (1) CV and (2) a 100-word statement explaining why you wish to participate in the program.

Applications will be evaluated by a committee of AAA past presidents. Once the students have been selected, their names will be forwarded to the AEF and further instructions will be provided.

For more information about the Visiting Professor Program simply click here:
<https://aef.com/vpp-fact-sheet/>

Sigal Segev, Ph.D.
AAA President