

Dear AAA Members,

AAA's long-time partner, the ANA Educational Foundation (AEF), invites advertising teaching professors and researchers to join AEF's 2025 Visiting Professor Program (VPP). The theme for next year's program will be '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.

This year, over 40 professors participated in the VPP and took their learning back into the classroom after hearing from companies and agencies like Mastercard, McCann, LEGO, Ogilvy, Edelman, the NFL, The New York Times, and many more. I encourage you to apply for the 2025 VPP held in New York City during the week of June 2-6, 2025.

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

The VPP offers a 360° immersion into the marketing and advertising industry that will enhance your curricula (for years to come) and help prepare your students for the future. Please spread the word about this program. You and your colleagues can infuse your teaching with real-world learning that will only be found through the VPP. The application deadline is February 14, 2025. If you have any questions, please don't hesitate to contact me.

For more information about the Visiting Professor Program simply click here:

<https://aef.com/vpp-fact-sheet/>

I encourage you to participate in this insightful program and gain first-hand experience with the latest developments and practices in advertising and marketing.

Best regards,

Sigal Segev, Ph.D.

AAA President