



AAA Graduate Student Symposium

September 16, 2022 | Virtual (Zoom)

Registration: <https://tinyurl.com/28utxhf4>

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 16, 2022 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://aaasite.org) to become a AAA student member before registering. Registration will close on September 14, 2022 at 11:59 p.m. EST.

### **Symposium Program**

**8:45 – 9 am Welcome & Overview**

Dr. Jameson Hayes, University of Alabama

Dr. Sela Sar, University of Illinois

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

- Types of Jobs & Where to Find Them (Dr. Saleem Alhabash, Michigan State University)
- The Application Process – What to Expect (Dr. Janelle Applequist, University of South Florida)
- The Interview Process – What to Expect (Dr. Joe Phua, Southern Methodist University)
- Negotiating Your Contract (Dr. Damion Waymer, University of Alabama)
- Q&A

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

- Why do a Ph.D.? Areas of Advertising Research (Lucinda Austin, University of North Carolina)
- Doctoral v. Master's Programs (Dr. Chang Dae Ham, University of Illinois at Urbana-Champaign)
- What to look for in a doctoral (Dr. Matt Eastin, UT – Austin)
- The Ph.D. Application Process – What to Expect (Dr. Tom Kelleher, University of Florida)
- How funding works (Dr. Tom Reichert, University of South Carolina)
- Q&A

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

- How to Write Successful Application Letters (Erin Schauster, University of Colorado)
- Crafting a Curriculum Vita (Dr. Kelly Chu, DePaul University)
- The Job Talk – Design & Delivery (Dr. Matthew Pittman, University of Tennessee – Knoxville)
- Teaching Presentations – Design & Delivery (Dr. Steven Holiday, University of Alabama)
- 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 (Dr. Jisu Huh, University of Minnesota)
- Doctoral Coursework (Dr. Jef Richards, Michigan State University)
- The Dissertation (Dr. Laura Bright, The University of Texas at Austin)
- How Assistantships Work (Dr. Glenna Read, University of Georgia)
- 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
  - Dr. Karen King, University of Georgia
  - Dr. Heidi Hennink-Kaminski, University of North Carolina
  - Dr. Michelle Nelson, University of Illinois at Urbana-Champaign
- 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.
  - University of Florida (Dr. Robyn Goodman)
  - University of Minnesota
  - University of South Carolina (Dr. Mary Anne Fitzpatrick)
  - University of Colorado (Dr. Chris Vargo)
- 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 (Dr. Jameson Hayes, University of Alabama)**

**THANK YOU TO OUR AAA SPONSORS!**

- University of Illinois
- University of Florida
- University of Georgia
- University of Tennessee
- University of Minnesota
- University of South Florida
- DePaul University
- University of South Carolina
- UT-Austin
- Southern Methodist University
- University of Colorado
- University of Alabama
- Michigan State University
- University of North Carolina