



AAA Graduate Student Symposium

September 12, 2025 | Virtual (Zoom)

Registration: <https://tinyurl.com/AAAGradStudentSymposium2025>
(Registration Deadline: September 9, 2025)

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 12, 2025 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 9, 2025 at 11:59 p.m. CST.

Symposium Program (All times central)

8:45 – 9:00 A.M.

Welcome & Overview

Dr. Steven Holiday, University of Alabama (AAA Graduate Student Interest Committee Chair)

Dr. Jameson Hayes, University of South Carolina (AAA President)

Dr. Osnat Ruth Cohen, Ariel University (AAA Membership Committee Chair)

9:00 – 10:30 A.M.

Panel 1: Navigating the Academic Job Market (doctoral students)

Moderator: Se Il Park, University of Illinois

- Types of Jobs & Where to Find Them (Dr. Anastasia Kononova, Michigan State University)
- The Application Process – What to Expect (Dr. Jihoon Kim, University of Alabama)
- The Interview Process – What to Expect (Dr. Joe Phua, Southern Methodist University)
- Negotiating Your Contract (Dr. Jisu Huh, University of Minnesota)
- Q&A

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

Moderator: Rachel Rogers, Southern Methodist University

- How Funding Works (Dr. Linwan Wu, University of South Carolina)
- Why do a Ph.D.? Doctoral v. Master's Programs (Dr. Chang Dae Ham, University of Illinois, Urbana-Champaign)
- What to Look for in a Doctoral Program (Dr. Robyn Goodman, University of Florida)
- The Ph.D. Application Process – What to Expect (Dr. Deena Kemp, University of Texas - Austin)
- Q&A

10:45 A.M. – 12:15 P.M.

Panel 3: Applying for Jobs (doctoral students)

Moderator: Soyon Michelle Choi, University of Texas - Austin

- Crafting a Curriculum Vita (Dr. Tony Deng, DePaul University)
- The Cover Letter (Dr. Feng Yang, University of Florida)
- The Research Statement (Dr. Erin Willis, University of Colorado - Boulder)
- The Teaching Statement (Dr. Matthew Pittman, University of Tennessee - Knoxville)
- Q&A

Panel 4: Being a Successful Doctoral Student (master's students)

Moderator: Hui ("Any") Shi, University of Miami

- How to Craft a Successful Ph.D. Application Package (Dr. Mengyan Ma, Michigan State University)
- The Dissertation (Dr. Itai Himelboim, University of Georgia)
- How Assistantships Work (Dr. Wanhsiu Sunny Tsai, University of Miami)
- Doctoral Coursework (Dr. Laura Bright, University of Texas - Austin)
- Tips & Q&A

LUNCH BREAK

1:15 – 2:45 P.M.

Panel 5: Insights from Chairs/Search Chairs (doctoral students)

Moderator: Shuai Guo, University of Kentucky

- Chairs & current/recent search committee chairs provide an overview of the search process from the search committee's point-of-view
 - Dr. Brooke McKeever, University of Alabama
 - Dr. Huan Chen, University of Florida
 - Dr. Eric Haley, University of Tennessee - Knoxville
- Q&A

Panel 6: Doctoral Students on Being a Doctoral Student

Moderator: Yang "Josie" Zhou, University of Alabama

- Tips, research examples, and discussion with current doctoral students covering topics including the challenges of a doctoral program, what you wish you'd known before starting a doctoral program, how to develop your

research and teaching identity, and how to know if a Ph.D. is the right choice.

- Wenwen Cao, University of Minnesota
- Ben Libon, University of Georgia
- Zheran Liu, Michigan State University
- Shahed Rahman, University of Colorado
- Q&A

3:00 – 4:15 P.M.

Panel 7: The On-Campus Interview

Moderator: Qinran Li, University of Tennessee - Knoxville

- The Research Presentation (Dr. Sieun Ha, University of Tennessee - Knoxville)
- The Teaching Demo/Presentation (Dr. Taylor Jing Wen, University of South Carolina)
- Individual and Committee Interviews (Dr. Ja Kyung Seo, University of Alabama)
- Other Campus Visit Phenomena (Dr. Leigh Moscovitz, University of Kentucky)
- Tips & Q&A

4:20 – 4:30 P.M.

Closing Comments (Dr. Steven Holiday, University of Alabama)