



AAA Graduate Student Symposium

September 12, 2025 | Virtual (Zoom)

Registration: <https://tinyurl.com/AAAGradStudentSymposium2025>

Registration Deadline: September 9, 2025, 11:59 p.m. CST

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 \(aasite.org\)](https://www.aasite.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 am Welcome & Overview

9:00 – 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)

- How funding works
- Why do a Ph.D.? Doctoral v. Master's Programs

- What to Look for in a Doctoral Program
- The Ph.D. Application Process – What to Expect
- Q&A

10:40 am – 12:15 pm

Panel 3: Applying for Jobs (doctoral students)

- Crafting a Curriculum Vita
- The Cover Letter
- The Research Statement
- The Teaching Statement
- Other Tips & Q&A

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

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

LUNCH BREAK

1:15 – 2:45 pm

Panel 5: Insights from Chairs/Search Chairs (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 Students on Being a Doctoral Student

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

3:00 – 4:15 pm

Panel 7: The On-Campus Visit (doctoral students)

- The Research presentation
- The Teaching Demo/Presentation
- Individual and Committee Interviews
- Other Campus Visit Phenomena

4:15 – 4:30 pm Closing Comments

American Academy of Advertising

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