



AAA Graduate Student Symposium

September 18, 2026 | Virtual (Zoom)

Registration: <https://tinyurl.com/AAAGradStudentSymposium2026>

Registration Deadline: September 11, 2026, 11:59 p.m. CST

Dear Friends,

We hope this message finds you well. We, the American Academy of Advertising, are reaching out to graduate programs that teach advertising or advertising-related courses to invite students at the doctoral and master level to participate in a tremendously helpful program. 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 on Friday, September 18, 2026,** and targeted to current and potential advertising doctoral and master's students around the world. We would like to encourage sharing information about the symposium with current master's students, and even invite you to incorporate this event into your course schedules if the time allows.

Renowned professors from top member institutions in the American Academy of Advertising will provide current and prospective doctoral students with insight about doctoral programs and the academic job market. Master's students will also 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. A preview of the line-up of topics can be found below.

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 students may go to [AAA Home \(aaasite.org\)](https://aaasite.org) to become a AAA student member before registering. Registration will close on September 11, 2026 at 11:59 p.m. CST. Will you please share this information and consider incorporating this event into your course schedules where you find it appropriate?

Sincerest thanks for your time and consideration,

Linwan Wu
Chair, AAA Graduate Student Interest Committee

Symposium Program (All times US central, CST)

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 (12:15 - 1:15 PM)

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

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