

- Call for Papers, 1990 AAA Conference
- International Advertising Survey



# Newsletter

An Official Publication of the American Academy of Advertising

June 1989

## Advertising Program News

### University of Illinois Ph.D. Program Cited

The University of Illinois' Department of Advertising was recently listed as the top rated school for doctoral studies in advertising by communications administrators and by the Broadcast Education Association in an article in the *ACA Bulletin*.

### Mainland China Visitor at University of Illinois

Xu Bai Yi, widely regarded as the godfather of advertising in mainland China, is scheduled to visit the Department of Advertising in September. Mr. Xu, whose book, *One Billion Customers*, will be published by National Textbook in the fall, will give several addresses and meet with students and faculty. There are four students from the PRC enrolled in the department's masters program.

### Northwestern Direct Marketing Program Interacts with Industry

Competitive student groups in the Northwestern Direct Marketing Program recently met with top executives of the Reliable Corporation for evaluation of their direct marketing proposals. The competitive groups were part of the fifth quarter Policies and Strategies course.

Continued on Page 2.

## 1990 Annual Conference Call for Papers and Proposals for Special Topics April 6-9, 1990

Sheraton World Resort

The first call for papers was recently distributed to Academy members. That call for papers is duplicated here.

**Papers:** You are invited to submit theoretical, methodological, empirical, philosophical or other papers relevant to advertising for possible presentation at the 1990 American Academy of Advertising meetings.

Papers must conform to the style and guidelines of the *Journal of Advertising*. Only completed papers will be eligible for review. Authors of accepted papers may choose to have either the full paper or an abstract published in the Proceedings of the conference and will be asked to submit camera-ready copy. Papers submitted to AAA should not be pending at other journals or conferences.

**Special Topics Sessions:** Special topics sessions and workshops are designed to foster active dialogue among participants on topics which do not fit comfortably into a competitive paper format. Examples might include creative topics, pedagogical matters and current practitioner issues. If you wish to organize such a session, please submit a proposal describing the topic, purpose, format for the session and presenters. Preference will be given to more detailed proposals.

**Deadline:** Papers and proposals must be postmarked no later than October 16, 1989. Send four (4) copies to:

**Competitive Papers:** Dr. Patricia Stout, Department of Advertising, CMA 7.142, The University of Texas at Austin, Austin, TX 78712, (512) 471-1101.

**Special Topics Proposals:** Dr. Kim Rotzoll, Department of Advertising, 119 Gregory Hall, 810 S. Wright Street, University of Illinois at Urbana-Champaign, Urbana, IL 61801, (217) 333-1602.

*Questions about facilities and general conference matters should be sent to:* Dr. John Leckenby, Department of Advertising, CMA 7.142, The University of Texas at Austin, Austin, TX 78712, (512) 471-1101.

## Next Newsletter

The deadline for the next newsletter will be September 1, with a mailing date around September 15th. Don't forget to send personal information for the "Academy People" column, and items for the "Program News" section. If you lose the enclosed form, just send typewritten notes to: Keith Adler, Department of Advertising, Michigan State University, East Lansing, MI 48824.

## Academy People

**Kim Rotzoll**, University of Illinois, and his wife Nancy visited the China National Advertising Association for Foreign Economic Relations and Trade, and China International Advertising Corporation in May. Rotzoll gave lectures during a tour of China, which included the cities of Beijing, Xian, Guangzhou and Shenzhen.

Rotzoll has been invited to participate in the second Gannett Seminar for Advertising Teachers at the University of North Carolina in June. His topic is "Survival Skills."

**Dennis Martin**, Brigham Young University, and **Dale Coons**, Della Femina McNamee, have developed a new media planning program called *Media Flight Plan*. The program promises a one-hour learning curve, includes a cost database with all media costs updated annually. He has offered free IBM or Macintosh copies of the program to Academy members. To obtain a copy, call Dennis or Gayle at BYU, (801) 225-0702.

**Mark Montoya**, president of the student chapter of B/PAA at San Jose State University won a \$2,000 scholarship from B/PAA, and was commended for his chapter leadership and community service, in addition to his academic record. His sponsor was **Tom Jordan**, of San Jose State University.

**Ed Cerny**, USC Coastal Carolina College, was elected Governor of SC for the 3rd District for AAF.

**Rick Pollay**, History of Advertising Archives-UBC, has been consulting with lawyers regarding the Cipollone v Liggett case (the first and only trial to grant an award to a cancer victim), and Canada's ban on cigarette advertising. He has produced an illustrated lecture called "Getting Away with Murder." The lecture has been popular with diverse audiences: doctors, lawyers, ethics professors, business schools, students and the general public. To schedule 1990 events, contact Rick at: (604) 224-8338.

**Jim Marra** has been appointed Advertising Sequence Head in the Department of Journalism at Temple University in Philadelphia. The sequence has a current enrollment of 270 majors, representing the largest enrollment of the department's six sequences.

**John Schweitzer**, Texas Tech University, has been appointed editor of the *Southwest Mass Communication Journal*. The *Journal* is devoted to all issues and research involving mass communications and is geared to authors from Arkansas, Arizona, New Mexico, Oklahoma, Louisiana and Texas.

**Russ Lacznak**, Iowa State University Marketing Department, is moving to the School of Business at the University of Vermont.

**Ron Kaatz**, Northwestern University, has authored *Advertising and Marketing Checklists* (NTC Books). It is an interactive workbook for people associated with advertising. The checklists were born of Kaatz's own problem-solving experiences with Leo Burnett Co., CBS, and J. Walter Thompson.

**Roland Rust**, previously University of Texas Department of Marketing, is now Professor and coordinator of Marketing at the Owen Graduate School of Management, Vanderbilt University. His new mailing address is: 401 21st Avenue South, Nashville, TN 37203.

**Linda Lazier-Smith**, Ohio State University, is leaving academe to return to agency life. She'll join CRE, Inc., Indianapolis, as Creative Director in July. She'll also be responsible for research functions at the agency. Linda completed Ph.D. last fall at Indiana University.

**Helen Katz**, Michigan State University, has accepted a position at DDB Needham in Chicago. **Sevo Eroglu**, also of Michigan State, and her husband Dogan, will be moving to Georgia State University.

**Ann Major**, University of Illinois, presented a paper in Paris in March at a conference on campaign coverage of the 1988 French and U.S. Presidential Elections. Together with a group of French and American scholars, she will be preparing a book on the topic, to be published by Praeger in 1990.

## Advertising Program News

*continued*

where students were required to develop a budget, projected sales, profit figures, break-even points, and ROI figures. A tactical program covering circulation, merchandise mix and creative execution was also required. The Northwestern Direct Marketing Program combines traditional MBA topics with direct marketing courses.

## San Jose State B/PAA Wins National Competition

The San Jose State University Business/Professional Advertising Association (B/PAA) won the national Business-to-Business Marketing Communications plan competition. The students presented their winning campaign (as submitted in 20-minute videotape format) at the B/PAA convention in Montreal, Canada, June 10-14. The competition asked students to develop a multi-national, multi-media campaign for DuPont Automotive Products Division. Faculty Advisor is Tom Jordan.

## Academy Withdraws from Visiting Professor Program

by Nancy Stephens

The Academy has ended its participation in the Visiting Professor Program, an internship program which places professors in advertising agencies for three weeks during the summer. Academy members are still free, of course, to apply for the program, which will be continued by the Advertising Educational Foundation. The major reason for the Academy's decision to withdraw was lack of control over, and input into, the program.

The Visiting Professor Program was begun in 1980 by Barton Cummings, former chairman of Compton Advertising and a strong supporter of advertising education. Mr. Cummings worked closely with the Academy to develop the program, and in its early years, many Academy members served as Visiting Professors in advertising agencies in New York, Chicago, Los Angeles, and other locations.

In 1986, Mr. Cummings turned the Visiting Professor Program over to the Advertising Educational Foundation, where it now resides. Visiting Professors are chosen by AEF staff and an AEF committee composed of persons from the advertising business, as well as one Academy representative. Visiting Professor applicants are no longer required to be members of the Academy and the program has been cut from eight to three weeks.

Based on our participation for the last three years, the Academy has decided to no longer be involved in the Visiting

### Academy Withdraws...continued

Professor Program. The major concern is that we have very little voice in who is selected. The VPP selection committee of six includes only one Academy representative. Further, before applications even reach this selection committee, they have already been taken through a "first cut" in which the Academy has no input. For example, in 1989, 17 Academy members applied to be Visiting Professors, and eight of these applicants were omitted from consideration during the "first cut."

Of the 22 persons selected to be Visiting Professors during the summer of 1989, only eight were Academy members. Under these circumstances, Academy members do not seem to benefit from the Visiting Professor Program, and therefore we have withdrawn.

### Industry Research Papers Solicited

The Industry Research special topic session at the annual conference was very successful again. Tamara Brezen presented a media/circulation study done for *Business Month*, Bob Carrell presented a four-year advertising/image project done for City National Bank of Norman, Oklahoma, and Pat Kelly presented an advertising/image project done for K-Mart.

Don Schultz and Keith Hunt would like to hear from you if you have an industry research project you can present at the 1990 conference. This is one way we can continue to build bridges to the professional community, and further show the value of an academic approach to research.

This session openly recognizes that many AAA members do excellent industry research worthy of reporting at our annual conference and briefly including in our conference proceedings. If you have projects which may be of interest for an industry research special topic session at the 1990 conference, please contact either Don Schultz, or Keith Hunt. Don Schultz, Northwestern University, (312) 491-5665; Keith Hunt, Brigham Young University, (801) 378-2080.

### Audio-Visual Materials on Advertising Available

The Advertising Educational Foundation is pleased to announce the availability of its audio-visual materials collection on advertising.

These materials, intended for use at the college level, are available for a loaned period at no charge. The collection presently consists of five VHS videotapes which will be listed at the end of this article.

For further information contact: The Advertising Educational Foundation, 666 Third Avenue, New York, NY 10017, (212) 986-8060.

An exciting addition to the collection will be available this fall. "The Birth of an Ad" documents the advertising process by taking the viewer from marketing strategy to finished commercial in four different advertising campaigns.

The following videotapes are now available.

**The Advertising Industry: The Case For Self-Regulation** (24:00, VHS, 1983) This tape gives a look behind-the-scenes at product claims development and substantiation, then addresses the mechanisms within the advertising industry for self-regulation. A 1988 written update, including a history of advertising self-regulation, is provided.

**Ad Council: Finding Solutions** (23:25, VHS, 1981)

This tape, narrated by Steve Allen, illustrates the public service work and operations of The Advertising Council by taking the viewer through the developmental stages of the "Take a bite out of crime" campaign. The tape also shows examples of other award-winning public service advertising.

**The More Creative the Ad, the Harder It Works: Part I** (20:40, VHS, 1983)

This tape is the first of two produced by the American Association of Advertising Agencies (AAAA). Five successful product case histories are presented by leading advertising agency executives to illustrate advertising's role in the success of each product: Federal Express, Quaker Life Cereal, Dr. Pepper, Xerox copier, and Perdue Chicken. Brief written updates on the advertising/marketing strategies for each product through 1988 are included.

**The More Creative the Ad, the Harder It Works: Part II** (26:45, VHS, 1985)

The second of two tapes produced by AAAA. Five case histories are presented by Lee Iacocca and other company

executives on advertising's contribution to their individual product's success: American Express Card, A T & T Long-Distance, Chrysler Corporation, the Army and Pepsi-Cola. Brief written updates on the advertising/marketing strategies for each product through 1988 are included.

**The Many Faces of Marketing: Changing American Lifestyles and Social Trends** (25:10, VHS, 1984)

This tape documents a presentation to the Federal Trade Commission by Florence Skelly, a renowned marketing research expert. Ms. Skelly describes shifting American social values and their influence on marketing products and services.

### Call for Papers Current Issues and Research in Advertising 1990 - Volume 13

The Division of Research and Publications of the University of Michigan School of Business announces its call for papers for the 1990 edition of *Current Issues and Research in Advertising* (CIRA). Papers meeting the following criteria are requested in all aspects of the field: 1) the manuscript must be original, unpublished and not currently under consideration for publication in another journal or conference proceeding; 2) the work must advance the discipline of advertising; 3) the caliber of work must be appropriate for inclusion in an academic journal.

Submitted papers should include a brief abstract and follow the referencing format used by the *Journal of Consumer Research*, *Journal of Marketing*, and the *Journal of Marketing Research*, and discussed in the University of Chicago's *Manual of Style* (12th Edition). Because of the double-blind review process, the author's name should appear only on the cover page of the manuscript.

Six copies of each submission must be received no later than September 30, 1989 to be considered for inclusion in the 1990 edition. However, papers may be submitted at anytime during the year. Please address all correspondence to:

Professor Claude R. Martin Jr., Co-Editor, *Current Issues and Research in Advertising*, 8212 School of Business Administration, University of Michigan, Ann Arbor, MI 48109-1234, (313) 764-1391.

## Nominations Sought for 1990 AMS Outstanding Marketing Educator

The selection process for the 1990 Academy of Marketing Science Outstanding Marketing Educator has begun. The award will be presented at the 1990 Annual Conference which will take place from April 25-27 in New Orleans.

The AMS Outstanding Marketing Educator award recognizes individuals who have made major contributions to the discipline of marketing. The individual should have advanced marketing education through the academic preparation of persons seeking a marketing career, as well as through scholarly research. Nominees are evaluated on the following criteria:

Teaching excellence—a demonstrated ability to affect student knowledge and interest in the classroom; Scholarly research—a proven and sustained record of research and publication; Student advisement—the counsel and direction of students' academic careers at the graduate and/or undergraduate level; Administrative contribution—the building of a major educational institution or academic program by a department head, head, or other university officer; Service to the marketing profession—active involvement in professional marketing associations; Private/public service—involvement in civic or non-profit organizations; contributions made to private business segments through speeches, seminars, or consulting; General creativity/innovativeness—initiation of new marketing concepts or innovative teaching methods.

Please send nominations before September 1, 1989, to: Dr. Jon M. Hawes, Department of Marketing, University of Akron, Akron, OH 44325-4804.

## John Wright Needs Videotape

John would like to borrow a copy of the videotape of Dan Rather's program, *48 Hours*, which dealt with advertising production. He has permission to make a copy if someone will lend him a copy for a few days. Please contact John Wright, Department of Marketing, Georgia State University, University Plaza, Atlanta, Georgia 30303, (404) 651-2740.

## Newsletter Editor Needed

Because of other responsibilities, I will be stepping down as newsletter editor in December. A new editor will be needed for the January edition of the AAA Newsletter. There are many positive aspects to this job. You get to know many members of the Academy, and everyone is very cooperative in sending material. If you have a desktop publishing system, the actual workload is minimal; yet a desktop publishing system isn't mandatory. If you're interested in becoming editor of the Newsletter, please contact: Rebecca H. Holman, Vice-President, Director of Research, The Bloom Agency, Inc., 304 East 45th Street, New York, NY 10017, (212) 370-1313.

## Thank You from Center for Advertising History

"On behalf of the Center for Advertising History I accept your very generous donation of a complete set of the American Academy of Advertising's Conference Proceedings and Journal of Advertising. These two publications are a valuable addition to the research and reference holdings of the Center, and we are grateful for your thoughtfulness in making them available to us.

Please convey to members of the Academy our gratitude for your generous contribution and for providing us with a complimentary subscription to future issues of those publications. We will continue to keep you informed about the progress of the Center for Advertising History."

Correspondence from Douglas E. Evelyn, Deputy Director, National Museum of American History, Smithsonian Institution, to Tony McGann, April, 1989.

## Working Papers

James T. Strong, "A Conceptual Framework for the Fear/Threat Literature."

Available from: James T. Strong, Department of Marketing, The University of Akron, Akron, OH 44325.

Richard W. Pollay, "Signs and Symbols in Cigarette Advertising: Pictures of Health for a Deadly Product."

Richard W. Pollay, "Campaigns, Change and Culture: On the Poluting Potential of Persuasion."

Richard W. Pollay, "Advertising Sexism is Forgiven, But Not Forgotten."

Richard W. Pollay, "Promotion and Policy for a Pandemic Product: Notes on the History of Cigarette Advertising."

Available from: Richard W. (Rick) Pollay, University of British Columbia, Vancouver, Canada V6T 1Y8, (604) 224-8338.

Kim Rotzoll, "Advertising and Ethics — Observations on the Dimensions of a Cluttered Battleground."

Available from: Kim Rotzoll, University of Illinois, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801.

## AAA Calendar

### August

- 10-13 Association for Education in Journalism and Mass Communications (AEJMC) Annual Convention, Washington, D.C.

### September

- 24 Annual Direct Marketing Educators' Conference
- 24-27 Direct Marketing Association Annual Conference and Trade Show

### October

- 19-22 Association for Consumer Research, New Orleans

### November

- 5-8 International Conference on Sports Business, USC-Columbia, South Carolina (Check with Ed Cerny)

Please indicate on the Newsletter Information Sheet which events you would like listed in the Calendar, e.g. AMA or ACR deadlines for papers, special journal issues, etc.

## Placement

**Baruch College, The City University of New York**, is seeking a new faculty member at any rank with teaching interests in copy, media, or management for September (or February) 1990. Located in the center of New York City, we are the major supplier of specialized advertising education in the Greater New York Area with bachelor's and master's (MBA) programs in advertising and a Ph.D. program (in Consumer Behavior). We are, de facto, the state university of New York for the Greater New York City area. We also have the Lippert Chair available for applicants with distinguished scholarly achievement. A visiting appointment is also available. We offer good salary and benefits and significant research support. We are an Equal Opportunity/Affirmative Action Employer. Please contact either: Conrad Berenson, Chair, Department of Marketing, (212) 725-3295; or Morton Jaffe, Advertising Area Supervisor, (212) 725-3295.

**Southern Methodist University**, seeks a *Visiting Professor* in Advertising, one year appointment. Teach courses in advertising, including survey, consumer behavior and/or media/creative. Responsible for advising students. Position requires full-time effort. Applicants should have a master's degree or better in advertising/communications, professional experience in advertising and successful teaching record at university level in advertising courses they would be responsible for. Send letter of application and curriculum vitae to Dr. Jim Morris, Head, Advertising Sequence, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. SMU is an Affirmative Action/Equal Opportunity/Title IX Employer.

**Southern Methodist University**, seeks a tenure tract *Assistant Professor* of advertising. Teach courses in advertising, primarily media campaigns and survey courses. Responsible for advising students majoring in advertising. Scholarly research and service in the advertising area will be required. Ph.D. preferred. Professional experience and successful teaching record at university level in teaching areas required. Evidence of ability to produce quality research essential.

Send letter of application and curriculum vitae to Dr. Jim Morris, Head, Advertising Sequence, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. SMU is an Affirmative Action/Equal Opportunity/Title IX Employer.

**University of Washington, School of Communications**, has an opening for a person to teach in the professional core of the advertising sequence and contribute to the academic program (undergraduate and graduate) of a broad-based school of communications. Applicants should have a research background and commitment to scholarship. Preference will be given to those with some professional advertising experience and Ph.D. in hand. Salary is competitive with rank open, i.e., tenure-track (for appropriately qualified person) or lectureship. The University of Washington is an affirmative action, equal-opportunity employer. Women and minorities are encouraged to apply. Applicants should submit vita and a sample of published work or drafts and request 3 letters of reference. Send to: Chair, Search Committee, School of Communications, DS-40, University of Washington, Seattle, WA 98195.

**University of Wisconsin Oshkosh**, seeks an assistant professor (tenure track) to teach undergraduate courses and engage in relevant research and professional projects in its advertising/public relations emphasis. Primary responsibility is in advertising, but public relations and media management opportunities exist. Doctorate preferred, but master's degree with significant professional experience will be considered. Department is ACEJMC-accredited. The University of Wisconsin Oshkosh has an expectation of professional and scholarly development and has a Faculty Development Fund for supporting faculty research and professional growth. Faculty are also encouraged and supported in seeking extramural funding when appropriate. Starting date is September 1, 1989. Readvertised position: Immediate screening of applicants to continue until position is filled. Send letter of application, resume and names of three references to Gary Coll, Chair, Department of Journalism, University of Wisconsin Oshkosh, Oshkosh, WI 54901. The University of Wisconsin is an Affirmative Action/Equal Opportunity Employer.

**Ohio State University, School of Journalism**, seeks an *Assistant Professor* in a tenure track position primarily as an advertising teacher. The School has several hundred majors and courses include Principles of Advertising, Copywriting, Media Strategy, and Campaigns. The

advertising curriculum at Ohio State is young and is a perfect spot for faculty to have a strong role in its development. The community is supportive and the student chapter of Advertising Federation is active and involved in regional competitions. Contact: Sharon West, Personnel Committee, Ohio State University, School of Journalism, 242 W. 18 Avenue, Columbus, OH 43210, (614) 292-1857 or (614) 292-6291. Position is open and will remain so until it is filled.

**School of Journalism, University of Kansas**, has two advertising positions. *Associate Professor* to teach advertising courses, such as copy and layout, media strategy or graduate seminar; perform research or creative activity, and service in advertising and mass communications; advise students. Required minimum: earned doctorate; two years professional advertising experience; five years full-time teaching experience. Preferred: additional professional and teaching experience.

Prospective position for *Assistant Professor*, contingent upon availability of funds, to teach advertising, perform service and research or creative activity in advertising. Required minimum: master's degree; five years professional experience; evidence of ability to teach, such as professional staff development experience. Preferred: earned doctorate, additional professional experience; full-time teaching experience.

Each position to be tenure track appointment for nine months, starting August 15, 1989. Salary competitive, with possibility of summer employment. Send to: Mary Wallace, Search Committee Coordinator, School of Journalism, University of Kansas, Lawrence, KS 66045, (913) 864-4755. Women and minorities are encouraged to apply. Affirmative Action/Equal Opportunity Employer.

**Western Michigan University, Department of Marketing**, seeks an *Assistant Professor* of Marketing, effective Winter 1990. Salary is competitive, dependent upon background and experience. Responsibilities include teaching marketing, advertising, media strategies and campaigns, copy and layout. Maximum of two preps based on departmental needs and interests; assume normal duties associated with academic assignments, such as committee work, professional activities, and research and publication. Ph.D./DBA (or ABD with anticipated completion date) required; teaching and/or work

experience desirable. The department has seventeen full-time faculty; 725 undergraduate Marketing majors; 100 MBA candidates. Contact: Dr. Lowell E. Crow, Chair, Department of Marketing, College of Business, Western Michigan University, Kalamazoo, MI 49008-3912, (616) 387-7195. Western Michigan University is an Equal Opportunity Employer.

**The Citadel**, seeks applications and nominations for the newly established *Alvah H. Chapman Chair in Business Administration*. The holder of this chair must have a continuous record of scholarly productivity in one of the disciplines in Business Administration and demonstrate the application of innovative management techniques. The holder should have the doctoral degree in the field, a national reputation among professional peers in his or her academic discipline, dedication to teaching at the undergraduate and masters degree levels, and the ability to influence and work with colleagues and students positively in their professional development. Applicants should submit a comprehensive resume including a supporting narrative describing their special interest and involvement in innovative management techniques to: Dr. Robert L. King, Chair, Chapman Chair Search Committee, Department of Business Administration, The Citadel, Charleston, SC 29409, Telephone (803) 792-7089. Also, candidates should request that five letters of recommendation, including not fewer than three from persons within the major area of expertise, be sent directly to the Chair of the Search Committee. Affirmative Action/Equal Opportunity Institution.

**Indiana University, School of Journalism**, seeks an *Assistant Professor*, Ph.D. preferred, related media experience desirable. Applicant's area of specialty should be in Advertising. We anticipate funding for an Advertising Position with employment beginning in the Fall of 1990. Contact: Jan LeBlanc Wicks, Indiana University, School of Journalism, 200 Ernie Pyle Hall, Bloomington, IN 47405, Office: (812) 855-1721; School: (812) 855-9247.

**California State University-Fullerton, Department of Communications**, has two positions open, *Assistant/Associate Professor* (Tenure Track). Teach a broad range of

advertising courses, with particular emphasis on either the creative process or advertising management. May also teach in other communications areas. Applicants should have a strong research background or potential. Counseling, committee work, service and scholarly and creative activities are expected and necessary for advancement. Requirements: Ph.D. or A.B.D. Professional and teaching experience are desired. Salaries will be commensurate with qualifications, experience and rank, but the normal range is \$27,000 to \$42,000 annually for two semesters teaching (nine months). Advertising can be full professor, salary competitive. Send resume and letter of application to: Bob Rayfield, Vice Chair, Department of Communications, California State University, Fullerton, Fullerton, CA 92634.

**University of Illinois, Department of Advertising**, has two open positions. The first is seeking an individual to teach advertising creative courses. Professional experience desirable. Masters or doctorate preferred. Scholarly productivity expected, along with active participation in the academic life of the college and university. Salary and *academic rank open*. Deadline: In order to receive full consideration, applications should be received by October 30, 1989. Applications received after this date will be reviewed if possible. Starting date: Fall, 1990. The Department of Advertising at the University of Illinois, Urbana-Champaign, consists of eight full-time faculty. Enrollment in the program is limited to approximately 230 undergraduates and 40 masters students. Doctoral candidates pursue their degrees through the college's Institute of Communications Research. All faculty have at least one graduate assistant, and departmental research funds and summer research stipends are available. The University Library has the largest collection of any public university in the country, and the college's Communication Library is nationally renowned. Contact: Professor Sharon Shavitt, Chair, Search Committee, Department of Advertising, University of Illinois, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801, (217) 333-1602. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

The second University of Illinois position is seeking an individual to have primary responsibility for the teaching of media planning courses. Ph.D. or A.B.D. required. Scholarly productivity in

advertising-related areas expected, along with active participation in the academic life of the department, college and university. Deadlines and starting dates are the same as the position above. For this position, contact: Professor James E. Haefner, Chair, Search committee, Department of Advertising, University of Illinois, 119 Gregory Hall, 810 S. Wright Street, Urbana, IL 61801, (217) 333-1602. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Please send information to:  
**Keith Adler**  
**Department of Advertising**  
**Michigan State University**  
**East Lansing, MI 48824**

**Deadline: September 1, 1989**

**Program News:**

**People News:**

**Calendar Information:**

**Working paper titles, with address for obtaining the papers.**

**Thanks for your help. Please write suggestions, complaints , or other information on the back of this sheet.**



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