

1991 AAA Conference Reno, Nevada, April 5-8



Newsletter

An Official Publication of the American Academy of Advertising

March 1991

Advertising Program News

LSU wins IBM competition

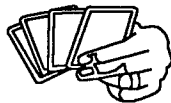
The advertising campaigns students of Alan D. Fletcher at Louisiana State University placed second in a student marketing competition sponsored by IBM in Fall 1990. They planned and implemented an advertising and public relations effort directed toward students and faculty members. As a result, IBM has given the School of Journalism four computers and three printers.

UK student agency funds AAF group for competition

The University of Kansas' student-run advertising agency, Oread Advertising, gave \$150 to the AAF's National Student Advertising Competition Team also at the University of Kansas. Jim Avery, faculty advisor for both groups, said that the agency decided to make the contribution when the competition team had \$150 stolen during a t-shirt sale.

SWTSU wins specialty advertising competition

A team of advertising majors from Southwest Texas State University in San Marcos has captured top honors in the 1990 National Collegiate Competition in Specialty Advertising and Target Marketing. Sponsored by the Specialty Advertising Association International and Mary Kay Cosmetics, the competition is designed to promote the teaching of specialty advertising in
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Still time to get in on the Reno deal for the 1991 AAA Conference

The 1991 AAA Conference will be held at Bally's Casino Resort in Reno, Nevada from April 5 to 9.

Billed by Robert L. King as "the biggest little conference in the world," the AAA Conference includes an extensive list of conference presentations, pre-conference sessions, and many diversions in the reknowned Reno area.

AAA members and their families are urged to make their reservation with Bob King now. He may be reached at The E. Claiborne Robins School of Business, University of Richmond, VA 23173. Members may call him at (804) 289-8251 for more information.

AAA's pre-conference session focuses on international advertising

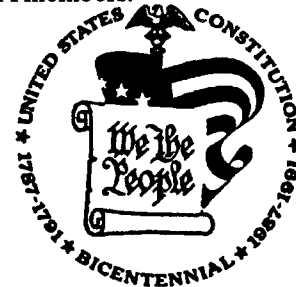
The AAA is planning their pre-conference session for April 5, 1991. Barbara Mueller, moderator, has planned two sessions for that day.

The first session entitled, "Europe 1992," will feature five speakers from

agencies and international associations addressing consumers, regulations, media, and marketing in the European market.

The afternoon session will deal with "The Rest of the World" and include six speakers focusing on advertising in different countries.

Mueller indicated that the pre-conference session will be both an informative and exciting session for AAA members.



AAA/INAME winners to be honored at 1991 AAA Conference

The three national winners of the AAA/INAME National Student Advertising Competition will be honored at the 1991 AAA Conference. Presenting the award will be a representative from the Commission on the Bicentennial of the U.S. Bill of Rights.

The three winners are Lynn Collins, University of Florida, James McMullen, University of Florida, and Cheryl Warren, University of Nebraska. Elaine Wagner was the faculty sponsor for the two University of Florida students, and Sallie Middlebrook was the faculty sponsor for the University of Nebraska student.

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Program News

colleges by creative problem solving. The student assignment was to develop a preferred customer plan that would help Mary Kay consultants build a strong, loyal, and profitable customer base. Michael McBride was faculty advisor to the winning team whose university was presented with a \$2,000 check in his name.

Attention U of I alumni

University of Illinois alumni and friends: Our revered departmental secretary, Mary Lowrey, is retiring in May. We'd like to pass on all greetings at a special occasion. Please send your card and/or message to: College of Communications, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801, ATTN: Juanita Craven.

AAA/INAME Competition

(continued from page 1)

National judges this year included representatives from the commission, Scali-McCabe, Stoves, INC., the U.S. House of Representatives, and the *Philadelphia Daily News*.

In February, Metro Creative Graphics reproduced all the regional and national winning ads for national distribution. Finished ad books including these and other ads will become part of the nationwide media campaign sponsored for the 200th anniversary of the Bill of Rights.

All professors who submitted their students' ads for regional judging will receive a certificate of appreciation from Chief Justice Warren Burger, commission chair.

A Reminder: Research Partners Program underway

AAA members are reminded not to forget to send ideas for research projects that they would like to undertake with people working in the advertising industry to Helen Katz or Tony McGann. Katz may be reached at DDB Needham Worldwide; 303 East Wacker Drive; Chicago, IL 60601 or by calling (312)

861-0200. McGann may be reached at the Department of Business Administration; University of Wyoming; Box 3275, University Station; Laramie, WY 82071 or by calling (307) 766-6108.

International Advertising Education committee conducts seminar in Russia

Hall Duncan, Global Development, will lead a team of AAA members: Gordon Miracle, Michigan State University, Frank Pierce, University of Florida, and Barbara Mueller, San Diego State University, to conduct an International Advertising and Design seminar at the Kiev Regional School of Design, Management and Marketing.

They will be joined by member's of the school's faculty and Clark Selby, Vice President for International Marketing, Duncan Industries Parking Control Systems. Dates set for the seminar are May 15-30, 1991.

Position wanted

Trey Aven is an Advertising/Design professional with 23 years experience in advertising and with a Master's degree in education and diploma in international advertising from London, England. He is interested in securing a position at a post-secondary institution. He has participated in advertising and design lectures and educational development projects in the Soviet Union. Aven is the recipient of over 80 advertising and design awards and has appeared in *Print* magazine's Regional Design Annual, *Graphics Today*, *Heavy Metal*, and in *Esquire's* top ten books of 1979. He has held positions as adjunct professor to Oklahoma City University, Artist-in-residence to the Oklahoma Public Schools, and has served on the Project Advisory Assistance Panel for the State Arts Council of Oklahoma. He is willing to relocate. Anyone may write him at 1116 Fenwick, Nichol Hills, OK 73116 or call him at (405) 843-7659. Hall Duncan may also be contacted about Aven at (501) 741-9534.

Academy People

Productive and prolific advertising researcher Mike LaTour, currently at Old Dominion University, will be moving to Auburn University Fall 1991 as an associate professor of marketing.

Gordon Miracle, Michigan State University, conducted a one-day workshop on October 28, 1990 in Marbella, Spain for administrators and faculty members from institutions in 19 nations. The workshop dealt with teaching international advertising and was sponsored by the International Advertising Association.

Gordon Miracle, Michigan State University, and two of his research colleagues from Japan and Korea made a two-hour presentation of their research results to an audience of more than 1,000 Korean advertising professionals in Seoul, Korea, November 28, 1990. The presentation was based on Miracle's three-nation study of television commercials. A 73-page monograph on the results presented at Adcor 90, the annual Congress of Korean Federation of Advertising Associations, was published under the title: *Cultures in Advertising, Advertising in Cultures*.

Ron Kaatz, Northwestern University, traveled to Stockholm and Gothenburg, Sweden in March for the launch of *Media and Space II*. The book focuses on what every advertiser should understand about media in order to maximize the effective delivery of its messages to its customers. It was a joint project with MediaKanalen, one of the largest media planning and buying companies in Scandinavia.

Ivan Preston proposed, had accepted, and organized a meeting before the Federal Trade Commissioners in November at which ten authors of law review articles on deceptive advertising urged the commissioners to adopt guidelines based on their research findings. Texas advertising professor, Jef Richards, was among the group; the others were law professors. A variation of the presentations will be given before a workshop of the BBB's

Calls for nominations for the Distinguished Scientific Contribution Award

The Society for Consumer Psychology seeks nominations for its Distinguished Scientific Contribution Award, given for significant contribution to the body of knowledge on which the science of consumer psychology is based. Robert Zajonc was the first recipient of this honor, awarded in 1990.

The award will be presented at the annual convention of the American Psychological Association in August 1992. Winner(s) will receive a plaque and monetary award and will be invited to give an invited address.

Nominations should include CV and a letter of recommendation describing the impact of nominee's work on the science of consumer psychology. The deadline for nominations is July 1, 1991.

AAA members may contact Sharon Shavitt, Department of Advertising, University of Illinois, 119 Gregory Hall, 810 South Wright Street, Urbana, IL or may call her at (217) 333-0784 for more information.

Advertising booklet available

The 27th annual edition of *Where Shall I go to College to Study Advertising?* provides students and counselors with information on 109 schools with advertising programs.

The data in the 1991 edition revealed that 22,211 students are currently studying advertising in the United States. The number of advertising students who graduate last year was 7,343.

Both the number of students enrolled currently and the number who graduated are slightly lower than last year, a trend that has continued for two years.

The number of advertising faculty increased by nearly three percent this year. Michigan State University continued to have the largest advertising program in both students and graduates.

The information provided in the booklet includes: schools with programs; title of the program; degrees offered;

accreditation; number of students, graduates, and faculty; number of scholarships; financial aid; entrance requirements; tuition and fees; room and board, and the person to contact.

The booklet is co-edited by Billy I. Ross and Keith Johnson, Louisiana State University.

Copies are available for \$2.00 each from Advertising Education Publications, P.O. Box 19022, Baton Rouge, LA 70803.

Bell retires from and Woolley promoted in AAF

After 23 years as a leading national spokesperson for the nation's advertising industry, AAF President Howard Bell announced his retirement as a December 31, 1991. AAF has promoted Mary Ellen Woolley to the position of vice president-education services.

Bell was appointed the first full-time president of AAF in 1968 and has built the AAF into a national organization that represents every segment of the advertising industry.

Woolley manages the national activities of the AAF Academic Division which entail development of specialized educational and career programs, including the National Student Advertising Competition, the *Communicator*, the college chapter newsletter, the national advertising *Internship Directory*, and the Vance Stickell Memorial Internship Program. She also coordinates annual nominations for the AAF Aid to Advertising Education Award, the Distinguished Advertising Educator Award, and the Alpha Delta Sigma Honorary Society.

If you paid your 1991 AAA Membership, you received this newsletter. If you didn't, send membership fee to:

Robert L. King
The E. Claiborne Robins
School of Business
University of Richmond, VA 23173

Academy People

(continued from page 2)

National Advertising Division in New York in May. Preston's tenth law review article, "The definition of deceptiveness in advertising and other commercial speech," has just appeared in the *Catholic University Law Review*.

Jay P. Granat, assistant professor of communications, Fairleigh Dickinson University, Teaneck, NJ, had an article entitled, "Creating an Effective Advertisement," published in the January 1991 edition of the *CPA Journal*. The article shows accountants how to create an effective advertisement for their practices.

Billy I. Ross, Louisiana State University, authored *The Status of Advertising Education* that was researched and published by two foundation grants. Copies of the publication were sent to each AAA member. Ross was also inducted into the Texas Tech University Mass Communications Hall of Fame on February 22, 1991.

Professor Tom O'Guinn has joined the editorial board of the *Journal of Economic Psychology*.

Professor Sharon Shavitt has joined the executive board of the Society for Consumer Psychology, INC. (Division of the American Psychological Association). She chairs the SCP Scientific Affairs Committee.

Ed Cerny, marketing professor at the University of South Carolina-Coastal, has been awarded the Silver Medal Award from the Coastal Advertising Federation.

Cathy J. Cobb-Walgren, Georgia State University, has an article forthcoming in the *Journal of Health Care Marketing* entitled, "The Value of Physician Advertising in the Yellow Pages: Does the Doctor Know Best?" In addition, she will be presenting some research on television clutter, "Tuning In and Tuning Off: Trends in Television Viewing Behavior," at the American Psychological Association's annual conference this summer.

Working Papers

"Advertising Standardization: A Review and Normative Model" will be presented at the 1991 AAA Conference in Reno, April 1991. For information, AAA members may write Professor Cele Otnes, Department of Advertising, University of Illinois, 119 Gregory Hall, Urbana, IL 61801.

"Incorporating Heterogeneous Adoption Rates in New Product Diffusion: A Model and Empirical Investigations" by Sunder Narayanan and Donald Lehmann (Columbia University) will be presented at the Marketing Science Conference in Delaware, March 1991. AAA members may write Professor Narayanan at the Department of Advertising, University of Illinois, 119 Gregory Hall, Urbana, IL 61801.

Placement

Baruch College, The City University of New York, is seeking a new faculty member in advertising with teaching interests in copy, media, or management for September (or February) 1991. Rank of Assistant, Associate, or Full Professor (must have Doctorate). Instructor position arranged for ABD. Lippert Chair is available for applicants with distinguished scholarly achievement. A visiting appointment is also available. We offer good salary and benefits and significant research support. Please contact either: Conrad Berenson, Chair, Department of Marketing or Morton Jaffe, Advertising Area Supervisor, Baruch College, 17 Lexington Ave., Box 508, New York, NY 10010. AA/EOE

California State University-Fullerton, Department of Communications is seeking tenure track faculty in Advertising (teach creative process, media planning, management, research and/or direct response advertising) and Public Relations (teach public relations principles, writing and management). Applicants may also teach graduate courses, advise graduate students, and teach in specialties like history, law, communication research, or international communications. Ph.D./ABD or equivalent in communications or a related field and interest in continuing research required; professional experience desired. Rank and salary depend on qualifications. Send letter of application and resume to: Rick Pullen, Chair, Faculty Search Committee, Department of Communications, California State University-Fullerton, Fullerton, CA 92634. Review of applications begins November 1, 1990, and continues until all positions are filled. AA/EOE. Women and

minorities are especially invited to apply.

Southern Illinois University at Carbondale, School of Journalism, has an opening for Assistant or Associate Professor to teach media planning, advertising sales and related courses. Effective appointment date is August 16, 1991. Doctorate or equivalent in journalism, mass communication, or related field preferred, master's degree required. Advertising experience preferred. Appointments require scholarly productivity commensurate with experience and rank. Successful applicants will be expected to work with master's and doctoral students and conduct research in their own specializations. Send letter of application, resume, and telephone numbers of at least three current references to: Chair, Faculty Search Committee, School of Journalism, Southern Illinois University, Carbondale, IL 62901-6601. Have three individuals who are familiar with your teaching, research, academic and professional experience send letters of recommendation to same address. AA/EOE

Marquette University has an opening for a full-time Assistant Professor qualified to teach in at least two of the following areas: advertising history, advertising research, advertising principles, advertising copywriting, advertising design, advertising and public relations management, and advertising campaigns. Ph.D. required. Professional and teaching experience helpful. A commitment to build an excellent record in teaching, research/publication and service is expected. To apply, send a cover letter, curriculum vita and three letters of recommendation to: Professor Jack Crowley, Department of Advertising and Public Relations, College of Communication, Journalism and Performing Arts, Marquette University, 1131 W. Wisconsin Avenue, Milwaukee, WI 53233. EOE - Marquette cherishes its right and duty to seek and retain personnel who will make a positive contribution to its religious character, goals and mission.

Western Michigan University, Department of Marketing, College of Business, has an opening for an Assistant Professor of Marketing to teach some of the following: advertising, media campaigns and strategy, direct marketing, copy and layout and promotional strategy. Also to advise the AAF student chapter. Ph.D./DBA (or ABD with anticipated completion date) in Advertising or Marketing required; teaching and/or work experience desirable. Salary is competitive and dependent upon background and experience. Send applications to Dr. Lowell E. Crow, Chair, Department of Marketing, Haworth College of Business, Western Michigan University, Kalamazoo, MI 49008-3912. AA/EOE

The Ohio State University, School of Journalism, has an opening for Assistant Professor of Journalism, tenure track, in advertising sequence. Teaching responsibilities include courses in advertising and other possible teaching interests of the candidate. You will be expected to build a record of excellence in teaching, service and scholarly research or professional publication. Ph.D. with advertising experience or M.A. with extensive advertising experience required. Salary is competitive and commensurate with experience. Appointment

begins September, 1991. Letter of application and vitae should be sent to: Walter Bunge, Director, Ohio State University School of Journalism, 242 W. 18th Avenue, Columbus, Ohio 43210. Review of applications will begin November 15, 1990, and continue until the position is filled. AA/EOE. We encourage inquiries from women and minorities.

Pepperdine University has a position open in advertising. Duties include teaching advertising courses in one or more of the following areas: advertising fundamentals, media planning, and advertising campaigns. An interest and ability to teach in the broader mass communication core is also desirable. Salary is competitive and negotiable within ranks. A Ph.D. is required and successful college teaching experience is preferred. A candidate should have a strong record or potential for research and scholarly activity as well as a genuine commitment to excellence in teaching. All positions are open to applicants at the Assistant, Associate and Full Professor rank. A letter of application, vita, three letters of reference and evidence of scholarly work and teaching excellence should be sent to: Dr. Don Shores, Chair, Communication Division, Pepperdine University, Malibu, CA 90263. EOE: Minorities and women are encouraged to apply.

Middle Tennessee State University, Department of Journalism has an opening for tenure-track Assistant or Associate Professor to teach advertising and advise students. Ability to teach in the areas of copy and layout, graphics and/or desktop publishing helpful. Professional experience required. Master's degree required, Ph.D. preferred. Salary and rank commensurate with experience. Send resume and three letters of reference to: Dr. Larry Burriss, Chair, Department of Journalism, Middle Tennessee State University, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. AA/EOE.

University of Washington, School of Communications has an opening for Assistant Professor, tenure-track position in Advertising. Teach undergraduate and graduate courses in advertising, especially in areas of copywriting, media planning and campaigns. Conduct research and direct graduate students at masters and doctoral level. Doctoral degree in Mass Communications or related discipline is required. Strong grounding in Marketing. Some professional advertising experience. Master's with extensive professional advertising experience will be considered. Demonstrated potential for effective teaching and productive scholarship. Competitive salary depending on degree, qualifications, and professional experience. Appointment at more senior rank may be possible for applicants with exceptional scholarly records. Qualified applicants should submit a letter expressing their teaching and research interests, a detailed vita, and the names of three academic/professional references to: Chair, Search Committee, School of Communications DS-40, University of Washington, Seattle, Washington 98195. Female and minority candidates are strongly encouraged to apply. Preference will be given to applicants who can serve well an increasingly diverse University community.

Placement

University of Nevada, Las Vegas. Department of Marketing, has an opening for an Assistant/Associate Professor of Marketing, with a strong interest in Marketing Communications and Promotion. Position is available for August 1991. Teaching responsibilities include Marketing Communications and Promotion; plus an area of choice. Additional responsibilities include research and service consistent with the mission of the institution. Published research in support of this goal is expected. A Ph.D./D.B.A. in Business with a concentration in Marketing or an appropriate terminal degree in Communications/Journalism with an emphasis in Advertising is required. ABD's will not be considered for this position. Preference will be given to candidates with demonstrated expertise and interest in the marketing of services (professional, financial, health care, and tourism/travel-related services). The ideal candidate will have a minimum of one to three years of post-doctoral teaching experience in an AACSB institution, and an equal number of publications. Salary and benefits are competitive with comparable AACSB-accredited schools. Send a letter of application, current resume, three letters of recommendation, and evidence of your teaching abilities to: Robert H. Collins, Chair and Hilton Distinguished Professor, Department of Marketing, University of Nevada, Las Vegas, 4505 Maryland Parkway, Las Vegas, Nevada 89154-6010. EO-AA.

The University of Wisconsin-Oshkosh Department of Journalism seeks an assistant or associate professor to teach undergraduate courses and engage in relevant research and professional projects in its advertising/public relations emphasis. Primary teaching responsibility is in advertising but public relations and media management competency a plus. Doctorate preferred, but master's degree with significant professional experience will be considered. Department is ACEJMC-accredited. UW Oshkosh has an expectation of professional and scholarly development and has a Faculty Development Fund for supporting faculty research and professional growth. Faculty also are encouraged and supported in seeking extramural funding where appropriate. Starting date is January 28, 1991 or September 1, 1991 (depending on availability of candidate). Screening of applicants will begin October 1, 1990 and will continue until the position is filled. Salary: Open and competitive. Terms of Appointment: Tenure-Track. Person to Contact: William Biglow, Chair, Department of Journalism. Please send letter of application, resume and include three references. University of Wisconsin Oshkosh is an Affirmative Action/Equal Opportunity employer.

Florida International University, the State University of Florida in Miami, is looking for a faculty member to complement our advertising sequence. The candidate will teach both undergraduate and graduate courses. An interest in advertising research would be a decided plus. We are offering a tenure track position, starting either Spring or Fall 1991. Challenge: To help our current faculty of award-winning professionals in

advertising, journalism, public relations and broadcasting deliver media education as it should be: real-world demanding, with strong emphasis on critical and creative thinking as well as writing skills. Qualifications: A doctoral degree and some advertising experience preferred. Master's required. Extensive teaching experience (5 years or more) and advertising experience may substitute for the doctorate. Letter of application, vita, and three references should be sent to Professor Patricia Rose, Chair, Advertising Search Committee, School of Journalism and Mass Communication, Florida International University, North Miami, Florida, 33181. FAX: (305) 956-5498. Equal Opportunity/Equal Access/Affirmative Action Employer.

Spring Hill College, Advertising/Communication. Tenure-track assistant/associate professor for thriving undergraduate communications program. Ph.D. in relevant area preferred. ABDs and MFAs encouraged to apply. M.A. or M.S. with strong professional credentials considered. Teaching versatility in mass media helpful. Competitive salary. Award-winning AAF team, strong marketing, computer and graphics support. Founded in 1830, Spring Hill is a selective Jesuit liberal arts college located near the Gulf Coast. Appointment begins August 1991. Review of applications will begin November 1, and continue until the position is filled. Letter, resume and three references to: Professor Bettie Hudgens, Communication Arts, Spring Hill College, 4000 Dauphin Street, Mobile, Alabama 36608. Spring Hill is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Indiana University, The School of Journalism at Bloomington seeks applicants for an assistant professor position (tenure-track) with teaching interests in advertising and a commitment to scholarly research. Professional experience and an advanced degree are desirable. The tenure-track appointment is for ten months with opportunity for summer teaching. Two-course teaching load per semester. Send letter of application, resume, academic transcripts, one example of scholarly or creative work, and three letters of reference to Professor Cleveland Wiltoit, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Indiana University is an Affirmative Action-Equal Opportunity Employer.

University of Maine, Advertising: Tenure-track Assistant or Associate Professor vacancy in thriving advertising program. Appointment starts September 1, 1991. Earned Ph.D. or advanced ABD required. Professional expertise, scholarship, teaching excellence essential. Fluency in French a plus. Search will continue until position filled. To apply, send resume, cover letter and three references to: Dr. Stuart J. Bullion, Department of Journalism and Mass Communications, 107 Lord Hall, University of Maine, Orono, Maine 04469. The University of Maine is an Affirmative Action, Equal Opportunity Employer.

The University of Arkansas at Little Rock. College of Business Administration, Marketing/Advertising: accepting applications for a chairperson in the Department of Marketing and

Advertising. An established record of effective classroom teaching, professional service, and scholarly publications required, sufficient for appointment to Associate Professor or Professor. Salary competitive with comparable AACSB schools; fringe benefits include 10% University matching of TIAA/CREF employee contributions. Send vita and names of three references to: Dr. Forrest H. Pollard, Search Committee Chair, Marketing and Advertising Department, University of Arkansas at Little Rock, 2801 South University Avenue, Little Rock, Arkansas 72204. Applications will be subject to inspection under the Arkansas Freedom of Information Act. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

The University of Arkansas at Little Rock. College of Business Administration, Marketing/Advertising: seeking applicants to fill a tenure position beginning Fall Semester, 1991, to teach courses in Marketing and Advertising. Doctorate in Business with minor in Advertising or experience is preferred. Rank and salary dependent upon experience. The department has eight full time faculty. The College of Business Administration is accredited by the AACSB for its undergraduate and MBA programs. Apply to Bill C. Tadlock, Interim Chairman, Department of Marketing and Advertising, College of Business Administration, UALR, 2801 South University Avenue, Little Rock, Arkansas 72204. Applications will be subject to inspection under the Arkansas Freedom of Information Act. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

The School of Mass Communications at Virginia Commonwealth University invites nominations and applications for a tenure-track (possibly tenured) position in advertising beginning in August, 1991. The appointment will be as associate or full professor. Duties include teaching primarily in the advertising sequence, particularly in creative areas, maintaining a high level of professional creative or research activity and fulfilling the usual faculty service obligations. Candidates should have creative advertising experience that is both extensive and successful on a national level or have a Ph.D. and a national reputation as a scholar. Candidates should demonstrate a commitment to undergraduate education. The School has more than 700 undergraduates and 40 graduate students in a multi-cultural, urban environment. It is ACEJMC accredited and recently moved into a new, state-of-the-art facility. Evaluation of candidates will begin December 1, and continue until a candidate has been selected. Send detailed letters of application, vitae, and three current letters of reference to Robert L. Hughes, Chair, Search Committee, School of Mass Communications, Box 2034, Virginia Commonwealth University, Richmond, VA 23284-2034. Virginia Commonwealth University is an Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply. **University of Southern Mississippi** seeks two tenure-track Advertising/Public Relations

faculty members for ACEJMC-accredited Department of Journalism. Candidates should hold terminal degree and meet criteria for participation in master's and doctoral degree programs in School of Communication at rank of assistant/associate professor. Appointment begins August 1991. Screening will begin Jan. 15, 1991, and will continue until the positions are filled. Send letter, vita, list of references to: Dr. Arthur J. Kaul, Journalism Search Committee, USM, Southern Station Box 5121, Hattiesburg, MS 39406-5121. USM seeks a broad spectrum of applicants, especially women and minorities. AA/EOE

Kent State University, Advertising, Assistant/Associate Professor. Invite applications for a tenure-track position in an accredited School of Journalism and Mass Communication. Qualifications: Master's degree required, Ph.D. preferred. Significant professional experience in creative, media planning and/or account management is required. Teaching experience preferred; record of professional or scholarly publication or the potential to build one. Nine month contract to begin August 19, 1991. Competitive salary. Minority candidates are especially encouraged to apply. Submit letter of application, complete resume, official transcripts of undergraduate and graduate credits and three letters of reference to Prof. Ben Whaley, Search Committee Chair, School of Journalism and Mass Communication, Kent State University, Kent, OH 44242. Equal Opportunity/ Affirmative Action Employer.

University of South Florida seeks a tenure-earning assistant or associate professor in advertising to teach principles copywriting/design, campaigns, graduate level. Applicants must have Ph.D. (ABD within one year of completion will be considered.) College teaching and professional public relations experience required. Commitment to research or on-going creative contribution to profession. Send resume and statement of research interests to: Prof. Bill Fudge, Adv. Search Committee, Department of Mass Communications, CPR 107, University of South Florida, Tampa, FL 33620-5550. USF is an Equal Opportunity Employer.

Bowling Green State University. The Department of Marketing anticipates a tenure-track position at the Assistant Professor rank to begin Fall 1991. Salary and benefits are extremely competitive. Candidates should have a Ph.D. or D.B.A. or be near completion, and have the capability to do quality research. Candidates should be qualified to teach buyer behavior and promotion. BGSU Marketing Department has 15 full-time faculty with approximately 350 junior/senior undergraduate students, and a series of marketing courses in the MBA. Both the undergraduate and MBA programs are fully accredited by AACSB. Interested persons should forward a vita to Dr. James S. West, Chair, Department of Marketing, Bowling Green State University, Bowling Green, OH 43403 (419-372-2041). BGSU is an equal opportunity affirmative action employer.

Virginia Polytechnic Institute and State University's Marketing Department in the R. B. Pamplin College of Business invites applications

and nominations for the position of Department Head. Candidates should have an established record of scholarly research and effective teaching, have a doctorate in marketing or related field, and be qualified to hold the rank of full professor at Virginia Tech. Administrative experience is desirable but not required. Salary and benefits are competitive. The anticipated date of appointment is July 1, 1991. The search will remain open until the position is filled. Reviewing of applicants will begin in January 1991. Nominations and applications should be sent to: Dr. Kent B. Monroe, Chair; Search Committee; Department of Marketing; The R. B. Pamplin College of Business; Virginia Polytechnic Institute and State University; Blacksburg, VA 24061-0236; (703) 231-7016. Virginia Tech is an AA/EOE. Women and minorities are encouraged to apply.

University of Florida's Department of Advertising has two 9-month, tenure-track positions beginning August 1991. 1. Assistant or Associate Professor. Ph.D. (or equivalent professional experience) preferred. Master's degree required. Demonstrated record of research/publication, competitive salary, teaching and research support. Teach creative (copywriting, visualization, graphics) and/or campaigns/management courses and one or more courses in an area of expertise such as international advertising, direct response, research, or sales. Send vita to Frank N. Pierce, chair, Search Committee, Department of Advertising, College of Journalism and Communications, University of Florida,

Gainesville, Florida 32611-2084. Deadline: February 1, 1991 or until filled. 2. Assistant Professor. Ph.D. preferred. Master's degree required. Professional experience desirable. Demonstrated potential for research/publication. Competitive salary, teaching, and research support. Teach creative (copywriting, visualization, graphics) and/or campaigns/management courses with one or more course in an area of expertise such as international advertising, direct response, research, or sales. Send vita to Dr. Kent Lancaster, chair, Search Committee, Department of Advertising, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611-2084. Deadline: February 1, 1991 or until filled. The University of Florida is an EOE/AA. Women and minorities are especially encouraged to apply. The selection process will be conducted under the provisions of Florida's "Government in the Sunshine" and Public Records Laws. Search Committee meetings will be open to the public and all applications, resumes, and other documents related to the search will be available for public inspection.

Editor's note: I know that some of these positions have to be filled by now. Could someone drop me a line between the December and March issues to let me know when a position is filled so I may conserve space?—JSR



**Department of Marketing
Youngstown State University
410 Wick Avenue
Youngstown, OH 44555-3080**

First Class Mail
U.S. Postage Paid
Youngstown, OH
Permit #738