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## The President's Column

by Shelly Rodgers

It's stunning to me that my year as AAA President has gone by so quickly. As I look back on this year, I can honestly say that my time as President has been a truly wonderful experience. Having served AAA in a variety of contexts over the years, I've had the privilege of meeting and talking with many of you and, as President, my primary goal was to make types of positive changes I've heard you all ask for.

For my final column, I will share some of my "observations" about three areas of substance for the AAA: 1) fiscal security; 2)

membership growth; and, 3) industry coordination. I'll discuss the Executive Committee actions concerning these three areas that were made at the Fall EC meeting in Mesa, Arizona.

### Fiscal Security

I am happy to report that, once again, we are in the "black" for the year. We have in-



Shelly Rodgers

President, p. 2

## Featured Research

### My Journey as an Advertising Researcher and Those Who Influenced Me

by Jef I. Richards



Jef I. Richards

I was asked to write this piece because of my good fortune in receiving the AAA's Outstanding Contribution to Research award. I wasn't quite certain what to write about. The story that follows is about me, but it's not really about me. Rather, it is about some people without whom I never would have enjoyed that wonderful honor.

My interest in research -- particularly advertising research -- has roots in my time as an undergraduate student. And the person who really got me started was one of my professors at that time: Dr. Richard D. Zakia.

I was studying photography, and Dick had written some of the books the other professors used in their classes. Eventually I took one of his classes, and he spent the entire semester talking about advertising photography. (And yes, though his field was photography, Dick has been a member of the American Academy of Advertising.)

Richards, p. 4

creased our assets this year, and, as our executive director tells me, our equity seems to be approaching the point that it will guarantee our survival for a number of years. That said, we still need to increase our “bottom line” to ensure the long-term viability of the Academy. A number of efforts are underway to address this, including a task force initiated by past president Dean Krugman, as well as fund-raising efforts by past president Jef Richards.

Here is where you, our members, can help. First, keep your membership active by renewing every year. Membership Committee, chaired by Brittany Duff, personally contacted every lapsed member as a reminder to renew his or her membership. I attribute membership growth to these personal efforts being done by our committees. Second, come to our conferences. Conferences are really the biggest source of “revenue” for the Academy – we are a non-profit and our goal is not to make money but to provide benefits to our members, and certainly our conferences are one such benefit.

Third, whether you are able to attend conferences or not (with decreased travel budgets, etc.), you can still buy ad space and/or be a sponsor of our conference program. The EC voted in its fall meeting to have the treasurer oversee advertising/sponsorships/exhibition tables at our annual conferences. By now, you have probably received an email from our treasurer, Margie Morrison, regarding opportunities to promote your program (among other things to promote) at our annual con-

ference in Mesa, Arizona. Please follow-up with Margie and buy ad space, purchase a sponsorship and/or reserve an exhibition table. If you have a book published/about to be published, please ask your publisher to buy ad space, sponsor a coffee break (so you can talk to others who are interested in adopting your book), and/or reserve a table in our exhibition hall.

I say this as a reminder to us all of the promotion opportunities and the importance of supporting our Academy – yes, by renewing memberships, submitting papers, and attending conferences – but also with advertising, sponsorships, and exhibition tables. As past president Don Jugenheimer has been known to say about the Academy, “It’s the best bargain in higher education.” We hope you’ll take advantage of these opportunities and help us reach our goal to fill these promotional spots. Contact Margie at [mmorris3@utk.edu](mailto:mmorris3@utk.edu) or Pat Rose at [rosep@fiu.edu](mailto:rosep@fiu.edu) for the price sheet.

### Membership Growth

The AAA membership numbers total 565, which, I’m told, is higher than what we have had since the early 2000s. This includes 435 regular members, 100 student members, 19 retirees, and 11 past presidents. As part of these numbers, we’ve set another record: 108 international members representing 37 countries. Membership growth is the result of our hard-working committees and chairs of committees, and individual efforts of the many, many members who volunteer to serve our organization. To this, I say, Great Job! and Thank you!!

Our graduate students are another valuable group since they bring fresh ideas and new energy, and are the future of our organization. I’ve mentioned before in my talks with you – in prior columns and in person – some of the trends we are experiencing, e.g., graduate students dropping membership once they are assistant professors, etc. – are being addressed by our committees. Our awards and grants and research opportunities are meant to benefit and recognize our outstanding members. To continue this, the EC, in response to recommendations from Membership Committee, approved a “best” graduate student paper award and a “mentoring” program, both to begin at the Mesa conference. The EC approved designating a table in the exhibition hall for graduate students and young scholars to get assistance with career development at the conference. If you are a graduate student reading this – or a faculty member who has graduate students who may be interested – please make a note to visit the table for “Emerging Scholars” in our exhibit room. If you can help with the table, please contact Brittany at [bduff@illinois.edu](mailto:bduff@illinois.edu). Meanwhile, we are exploring “other” ways to enrich the experiences of new and veteran members alike, so if you have any suggestions, please send those along to me at [srodgers@missouri.edu](mailto:srodgers@missouri.edu).

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I've talked with many of you about extending our global footprint and you've heard me talk about the success of our expansion into Europe with our conference in Milan, Italy. Building international relationships is a foremost priority of the Academy. I had the privilege of sitting down with many of you in Milan to discuss the unique needs of our international members and how the Academy might address these needs. It seems clear to me that we need to have another conference in Europe and work on building our membership there (hint, hint). We also need to create more networking opportunities between our international and U.S. members, as well as making connections needed for research. One example that came up is to connect our international members with U.S. advertising agencies – many of us, indeed, have those connections so these are opportunities that can be explored and improved upon now and in future years. If this suggestion sounds interesting to any of our international members, please send me an email so we can visit about specific needs and best ways to proceed.

Along these same lines, the International Advertising Education Committee, chaired by Harsha Gangadharbatla, has developed, for all our members, a dynamic and relevant website <http://www.aaasite.org/iaec/> devoted to international advertising education and research. New content is frequently added to the site for the benefit of our members – and many of our members contribute to this website. Additionally, the IAEC has launched social media platforms – Twitter and Facebook – to add synergy to the site and drive traffic to the AAA website while meeting informational needs of those interested in advertising education.

Through these efforts we hope to create valuable resources and social networks for our international efforts and explore avenues with relevant organizations such as the prestigious ICORIA (International Conference on Research in Advertising) and AIDEA (Italian Academy of Business Economics), among others. I had the privilege of talking with members of both ICORIA and AIDEA at the Milan conference, and I look forward to connecting with these and other relevant groups as we build our international program.

### **Coordinate More with Industry**

You've heard me talk a lot about industry efforts going on in the Academy, and at the risk of repeating myself, let me just say that we've had an exciting year on the industry front having Rance Crain as our keynote speaker in Minneapolis, the Empower MediaMarketing grant, Wally Snyder's ad ethics panel with Lee Peeler and others, and the incredible turnout we had from industry – both presenting and attending. A good deal of this progress is due to Rick Cole and his Industry Relations Committee, and Margaret Duffy and her Industry Task

Force. We are in the early stages of developing new opportunities with industry and new ways to include industry in our conferences and our organization. You'll see clear examples of this progress and some of our new initiatives in Mesa.

Now that I've gone through my three points, I'd like to wrap up my final Presidential column with some other points of interest from our fall EC meeting. Two of the highlights I think you'll most appreciate are:

- The EC voted to hire a professional event planner, which has been contracted for two years. The EC believes this move will save the Academy members money and time in the long run and bring some new ideas to our conferences.
- The EC has voted to try to expand our annual conferences to larger, metropolitan cities - such as New York City, Chicago, Los Angeles and Atlanta - that offer easy in and out transportation options for all of our members – both domestic and international.

All of the folks in the EC and on our various committees have been working hard preparing for our two upcoming conferences in 2011, which are shaping up to be quite spectacular. I was in Mesa in late September and I think you will all be happy with the venue. I've also heard wonderful things about our 2011 AAA International Conference in Brisbane, Australia from our co-chairs Carrie La Ferle and Gayle Kerr, and Pat Rose as our contact. It may be half a world away for most of us, but for those of you who can make it “down under” it will be an amazing experience. I think you'll also look forward to our next few annual conferences beyond Mesa in Myrtle Beach (2012) and Albuquerque (2013).

**"I hope you all have enjoyed our time together and feel like the AAA is moving in the right direction."**

In closing, I hope you all have enjoyed our time together and feel like the AAA is moving in the right direction. I'm sure that our incoming president Herb Rotfeld will continue some of the efforts the EC and committees have started. As for me, that pretty much sums it up. I'll see you all again in Mesa (I'll be the relaxed one this time around!). **AAA**



After I graduated I worked a short time but then went to law school, and spent the Summers working back at my undergraduate school. The Summer before my last year of law school I happened to run into Dick in a hallway. He was excited about me being a law student, and he asked me about the law regulating the use of pictures in advertising. That moment – and I recall the exact hallway – was the start of my obsession with research.

The very next day I drove down to the city law library, thinking I would find an article about the regulation of pictures in advertising, copy it, and deliver it to Dr. Zakia. I'd make my old professor happy. It turned out not to be so easy. You see, nothing had been written on the topic. I was shocked! Advertising is predominantly visual and the federal government has a major agency, the FTC, with responsibility for regulating that field of communication. I just could not imagine that almost no attention had been paid to the visual components, yet that turned out to be the fact. Research had looked at the words in advertisements, and at the overall impact of advertisements, but from a regulatory standpoint nothing had looked specifically at the pictures. As I dug, I found that even the advertising researchers had largely ignored this major variable.

I spent a huge portion of my last year of law school trying to piece together a paper that could make sense of how pictures in advertising should be viewed by the courts and the FTC. Throughout it all I would call Dick to discuss some problematic twists and turns with him. I typed the paper on an IBM Correcting Selectric typewriter, which was truly state of the art at that time. I so wanted to own one, but this one was the property of my university. The paper ended up being nearly 90 pages, and I typed and re-typed it numerous times, as I literally cut and pasted paragraphs to make the paper flow better. But in the end, I sent it out and had it accepted for publication in the *Georgia Law Review*, with Dick as my first co-author. And the

research bug sunk its fangs deeply into me the moment I saw that article in print.

The second professor to influence my research was Dr. Ivan L. Preston. As I was clawing through anything I could find on advertising regulation during that final few months of law school, I had run across some work by Ivan and contacted him. So when I later was considering going back to school for a Ph.D., I again reached out to him. At his encouragement, I ended up attending the University of Wisconsin (UW), with him as my advisor.

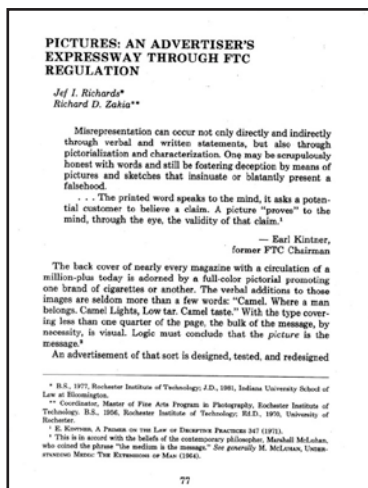
My original intent was to study communication more generally than just advertising. Probably the watershed moment for me at UW, though, was the first week I was on campus, even before my very first class. Ivan invited me to his house, and we sat in his hot tub drinking beer and talking about research. He even invited me to work on a small study with him, before I'd even begun my class work. I was intrigued, and I was entranced. I could see that the life of a researcher might have its pluses.



Ivan Preston illustrating what will happen to me if I don't work harder. ;-)

Through the next four years Ivan and I worked together on several research pieces, usually with him taking the lead on one while I simultaneously took the lead on another. At that point, of course, I was so entrenched in advertising research that I'd forgotten my original focus on other areas of communication. Advertising, I found, had so much room for exploration that I didn't need to look outside that specialty. And by the time I left UW, research was an integral part of my life. It still is.

Dick Zakia had nudged me toward this fishing line, but it was Ivan Preston who set the hook. I suspect that once you're on that hook, you never again wiggle away. And along the way some other people, like Dr. Esther Thorson, had added some bait to that hook.



The first page of Jef's first article published in the *Georgia Law Review*

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## Featured Teaching

# A Few Words on Teaching (from Someone Who Has Been Around a Long Time)

by Russell N. Laczniak



Russell N. Laczniak

In 2009, I was fortunate to be awarded the Iowa State University College of Business “Senior Faculty Teaching” award. The award is presented annually to an instructor who has been on the faculty for 10 years or more and who has achieved some documented teaching successes. Since I have received the award, several people have asked me what my secrets are (in terms of being a successful teacher). Given some of the ups and downs that I had with teaching earlier in my career, some might suspect that I must have made significant changes

to my teaching approaches in order to garner this award. In reality, I changed only a couple of small things. So, I concluded that small things do matter when it comes to teaching and as instructors, we should be willing to try them to see if they work.

Prior to delving into the small changes that I have incorporated, I feel it is important to note that I primarily teach the marketing research class at Iowa State. Over the years, I conducted several informal studies with students in order to gather information regarding their assumptions of the course. And, I found some very interesting results. First, students typically suggest that they believe managers make decisions based on instinct, as opposed to data. Thus, they concluded that research

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## Jef Richards, cont'd p. 4

In the years since then I've been fortunate to experience some other very influential forces of nature. Dr. Patricia Stout, Dr. Herbert J. Rotfeld, and Dr. Billy I. Ross come to mind, but the list doesn't stop there. Pat Stout came to me early in my career and suggested we jointly work on a survey to see how university advertising programs were viewed by practitioners. That one paper started my interest in pedagogical research. And although Herb and I have co-authored only one piece, his own provocative writing has served as a constant catalyst for my own thinking. He and I talk research all of the time. Bill Ross -- well -- as we near the end of one co-authored project he is there proposing yet another. He's inexhaustible, and even though he has been retired for a long time he seems unable to walk away from research. Ivan, too, exhibits that same disability. It is no wonder I continue to research, with role models like this.

Even some scholars who are younger than me, and whom I set out to help or teach, may have had more influence on me than I had on them. When one of them comes to me with an important issue I had never considered, I want to research it or to help them with their research on the topic. For example, a few years ago Dr. Cathy Curran came to me with ideas about the regulation of children's advertising, and before I knew it I'd co-authored several articles and chapters with her. And I've never lost my interest in children's advertising, as a result.

My research in recent years continues to reflect all of those influences. I still do the policy research that I began so many years ago, and I'm still doing research on advertising educa-

tion. And of course the longer you research an area, the more you are seen as an expert in that area, at which point you start to get invitations to write chapter for books on those topics. So today I have the luxury of being able to write by invitation, instead of by desperation. And since I already have tenure, it really is more about doing what I want, rather than trying to please a tenure committee. The truth is that I still want to do research.

**"Each of us can and should try to push others into more and better research... We should infect others with our own sense of intellectual curiosity."**

I guess my point in telling this long and convoluted story is that no researcher does it alone. We all are influenced by – and are influencers of – many other researchers. I suspect that one of the primary reasons some academics have trouble meeting the publication standards of their university is because they simply haven't had the good fortune of being surrounded by the sort of people who have surrounded me over the past decades. Each of us can and should try to push others into more and better research. We should be nags. We should infect others with our own sense of intellectual curiosity. And at the same time we should thank all those who helped us become what we are. My sincerest thanks to all of you. **AAA**

(and thus, the course) was not necessary. Second, I found that most of those enrolling feared the course, because they believed that it was highly technical and quantitative (which, in fact, is partially true). Given this information, I felt that it was necessary to deal with these perceptions. So, rather than focus on sharing the technical aspects of marketing research from Day 1 each semester, I felt that I needed to emphasize the notion that research is actually used by managers to guide decision making. Also, I needed to demystify the course (i.e., make the quantitative aspects of the course appear to be less daunting to students). As a result, I employed two rather simple approaches.

In order to make research appear to be more real to students, I decided to open the course by providing a number of examples of research projects that I have performed in my professional life and discuss how their results guided decision making within the organization. For example, on the first day of class I talk in detail about a project that I undertook when I was a Marketing Research Analyst for Wisconsin Bell Telephone (back when the Bell System existed). Basically, a product manager had what most internal people viewed as an outstanding new way to promote an existing service. However, prior to spending nearly \$1M on the promotion plan, research was undertaken to determine if the approach would be successful with customers. Much to our surprise, the research results suggested that customers would not react well to the plan (they did not see the benefits of participating in the program); thus, based on the results of the research, the idea was scrapped. By sharing this example, students see that research can benefit organizational decision making.

**“I believe that by sharing my own experiences, students tend to not only see the value of research, but also view me as someone who can talk about marketing research credibly.”**

Needless to say, I do not limit sharing my experiences only on the first day of class. I try to integrate similar experiences whenever they are applicable to the topic at hand (e.g., when discussing research ethics, I regularly share what I consider to be an interesting experience that I had which dealt with someone suggesting that I fabricate data – an experience that directly compelled me to get a PhD and enter academia). I believe that by sharing my own experiences, students tend to not only see the value of research, but also view me as someone who can talk about marketing research credibly.

To demystify the quantitative aspects of the class I noted that most students learn “better” when they are involved in the process of discovery. Thus, I try to facilitate students’ active learning of the quantitative aspects of marketing research in my classes. This was difficult for me. I always believed that teachers taught – to me this meant lecture. Please do not get me wrong, I still do my share of lecturing. But after the lecture on a concept or idea, I provide students with an in-class exercise whereby they apply the concept that I just discussed. For example, after discussing the assessment of reliability, I present students with a mini-case and ask them to compute the reliability of the data. Depending on the section, students may need to compute a test-retest reliability coefficient or a Cronbach’s alpha. I do not tell them which reliability assessment approach to use. I ask them to decide this on their own – this adds to the reality of the assignment. I also ask the students to provide a brief written interpretation of the result. It is important to note that I allow students to work on such exercises in small teams so that they can work (and go through the discovery process) together. I am in the classroom and make myself available for questions during the exercise. Also, I inform the students that these exercises are quite similar to problems they may be expected to solve on the exam (this increases their level of attention to the exercises). Grading of the assignments is quite simple. Students who appear to make a good effort are given a grade of 1; those who make no effort (or do not show up for class) receive a 0. Students who show up for class and appear to make very little effort receive a grade of .5. Once I started using these in-class exercises (and I use approximately 20 per semester, which is nearly one per non-exam class period) my student evaluations and (not so coincidentally) student test grades both trended upward. Moreover, student absenteeism dropped dramatically. Students are anxious to be in class so they can get the necessary points and participate in solving practice exam problems. Interestingly, students also tell me that they use these exercises to create their own problems (by altering numbers) to help them prepare for exams. This is another example of how they have become more actively involved in the learning process.

So, with two small changes, I have more success in teaching students about marketing research. Will making such changes result in all professors garnering awards? The true answer is – probably not. But, I do believe that by making small changes, we all can become more effective instructors. So, I suggest that all educators use their creative juices and instincts to continuously tweak our instructional approaches to better deliver instruction to students. Talk to students. Find out what works (and just as importantly, what doesn’t work). And once we find things that prove to be successful in the classroom, we can share them via mechanisms such as the *AAA Newsletter*. **AAA**



# The Ad Age Is Over: A Call For Interdisciplinary Instruction

by Keith A. Quesenberry



Keith A Quesenberry

As a copywriter, associate creative director and now an advertising instructor I have seen our industry go through dramatic changes over the past two decades. These changes occurred in bits and pieces over the years – some more dramatic than others. But all the signs came to a head last year in a single article. The 80-year-old leading trade publication *Advertising Age* boldly announced that the ad age is over.

“Cannes Swept by PR, Integrated, Internet Winners” pointed to Cannes, the most prestigious award show in the industry, and explained how this most coveted prize in advertising went to an ad made for the Internet, not TV. The film jury – now awarding spots made for computers and phones – handed its sole Grand Prix to an Internet film for Phillips (See Figure 1). And a tourism campaign for Queensland, Australia, took the first PR Grand Prix and the top prizes in the direct and cyber categories – an unparalleled Grand Prix threesome that says earned media is important. Cannes judges, some of the most respected leaders in the industry are now rewarding campaigns that fuse public relations, advertising and digital media. Not really a premonition, but more a recognition of what clients have been demanding and what has been working in the marketplace.



Figure 1: Philips Internet Film “Carousel” 2009 Cannes Film Grand Prix winner

Does this mean advertising is obsolete? Absolutely not. It simply means our discipline is converging with other disciplines and if we as professionals and educators do not evolve we will be left behind. *Advertising Age* was right. We are

entering a new age – the age of engagement. “The way the world is heading is voluntary engagement,” says David Lubars, chairman-chief creative officer of BBDO North America and president of the Cannes film and press juries. Rather than somber news, I find this exciting and one of the reasons why I chose graduate studies in Integrated Marketing Communications (IMC).

Mass audience and mass mediums are rare today. In 2010 traditional TV advertising will only be one-third as effective as it was in 1990 with a drop in viewership of almost 50 percent. Traditional print magazines and newspapers are closing at alarming rates with double digit declines in both circulation and advertising revenue. And new forms of digital media continue to grow – at last count there were roughly 200,000 million blogs. But as new forms of advertising fill the digital landscape clutter increases – the average person now sees up to 5,000 ad messages a day compared with only 2,000 thirty years ago (See Figure 2).



Figure 2: Examples of advertising clutter from a 2007 *New York Times* article

As a result, Integrated Marketing Communication (IMC) has developed into a primary strategy for marketers. This holistic approach centers on the consumer, leverages consistency of message and emphasizes complementary use of online and offline media for greater impact and increased ROI. IMC knowledge is valued in the industry. As early as 2005, *The Wall Street Journal* reported that integrated marketing was the focus of most job searches for advertising agency executives.

The academic world has recognized this trend as well. Larry Percy, previous editorial board member of the *Journal of Marketing Research*, *Journal of Advertising* and current member of the *International Journal of Advertising* and the *Journal of*

Continued on next page...

*Current Issues and Research in Advertising* says, "IMC, once an emerging discipline now lies at the heart of successful marketing strategy." And the *International Journal of Advertising* started 2010 with an editorial plea for more research on the ROI of IMC.

What does this have to do with Advertising education? Advertising students need to see the larger marketing perspective and be able to synthesize the many components of an integrated communications plan. They also need to create content in different ways. The definition of what it means to be a media, account and creative person has changed. Integrated content that lives across media and pulls the consumer into engagement is the antidote to media fragmentation and dwindling mass audiences.

**"Advertising students need to see the larger marketing perspective and be able to synthesize the many components of an integrated communications plan."**

The Super Bowl is a great example of these changes. Even though it is one of the last remaining mass media outlets, advertisers now depend on pre- and post-public relations and digital media tactics to generate buzz outside the actual broadcast. It's not enough for the copywriter and art director to create a 30 second spot – they need to work with a larger interdisciplinary team of public relations, interactive and media people to create a digital media event. Then there's the new frontier of content marketing. In my professional career I just wrote long form dramas to replace a healthcare client's traditional 30-second TV buy. This series will premiere in Comcast On-Demand where the consumer will have to choose to watch them.

But this integration isn't unique to advertising. From smart phones to computers, the journalism industry has changed dramatically as well. Similar to IMC, convergence journalism has emerged as a new discipline to address these changes by focusing on creating content across a variety of media platforms. Journalism schools are adjusting to the times and instructing students on how to create multimedia content for their news stories.

**"This integration isn't unique to advertising...the journalism industry has changed dramatically as well."**

In 2005 the *Journal of Advertising* created a special issue on integrated marketing communication. Editor Russell Laczniaak said, "It's hard to find an agency or marketing executive who doesn't believe in IMC. Companies recognize that everything they do can send powerful brand messages and recognize the value of IMC." But Special Issue Editor Charles Patti said, "Unfortunately, we seem to have a new (or at least an emerging) discipline with an old learning approach. How much of our time is devoted to advancing this emerging discipline versus teaching old concepts dressed up with new terminology? The challenge for educators is to join in the development of IMC." Five years later, have we answered this call? Is our interdisciplinary instruction any better today?

To combat increasing segmentation of media and enormous amounts of media clutter, marketers are turning to and demanding from their communication agencies integrated marketing campaigns to recapture the consumer's attention. But even as marketing disciplines converge and advertising agencies search for integrated thinkers, most universities remain segmented into teaching silos. How do we promote cross-pollination of learning and skill development across disciplines in this academic environment? Interdisciplinary instruction is not easy, but I'm up for the challenge. It is the focus of this year's pre-conference program for the 2011 AAA's conference on April 7th in Phoenix, Arizona. What are successful strategies to increase collaboration within and outside traditional educational silos? We'll be presenting ideas and searching for solutions. I invite you to join us.

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Keith Quesenberry is an Adjunct Professor in the Department of Advertising at Temple University where he teaches Law & Ethics and Media & Society on campus and online. He completes his M.S. in the Integrated Marketing Communication from West Virginia University in May 2011 and works full-time as an Associate Creative Director in advertising. He earned his B.A. in Journalism/Advertising at Temple University and a degree in Copywriting from The Portfolio Center in Atlanta. Recently he co-authored an article in the *Journal of International Business Disciplines* and presented an advertising research paper at this year’s AEJMC conference. He has presented seminars on mobile advertising, advergaming and online video advertising. His advertising work has been featured in *Adweek*, *Ad Age*, *Brandweek*, *Creativity*, *Print Magazine* and *Lurzer’s International Archive*. His work has also been recognized by The One Show, National ADDYs, London International Awards, Telly Awards and International Broadcasting Awards.

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## Becoming a Graduate Student After Working as a Professional

by Akmaral Bekeyeva

**B**eing an international student in the US is both exciting but also very challenging. For me the decision to go back to school after 12 straight years of a full time career was a difficult decision which I do not regret. That being said however, there are few tips that helped me adapt and get the most out of studying at Medill's IMC program.



Akmaral Bekeyeva

First of all, a **support system** is very important to me. Stress levels and nagging self-doubt can become overwhelming at times and being far away from my home country does not make things easier. Nowadays with all the communication systems available, staying in close contact with friends and family is crucial to keep a balanced outlook and keeping things in perspective.

Secondly, I **take one step at a time**. Coming back to school is a drastic change from the working environment. All of a sudden, you find yourself surrounded by a lot of new people and get bombarded with tons of information. Trying to make friends, keeping up with assignments and learning a lot of new things all together can be very intimidating. I am learning to break assignments into manageable "to-do-lists", finding time to socialize with new friends and carving time for myself on a daily basis in order to reflect and let the information absorb.

Finally, I now view my studies as part of that treasured "**me**" **time** when everything I do is done for me. There are no company deadlines; there are no business changing decisions; all there is – the rare opportunity to enrich myself as an individual.

**AAA**

*Akmaral Bekeyeva (AkmaralBekeyeva2011@u.northwestern.edu) is a Master of Science candidate at the Northwestern University, Medill IMC program. Akmaral holds a Bachelor degree from Kazakh State University of International Relations and World Languages with major in International Tourism. Prior to joining Medill IMC, Akmaral worked in marketing and brand management functions in the consumer goods industry and IT industry.*

## Balancing PhD Life and Motherhood

by Yoon Cho

**M**y darling child is a history of my PhD life. The baby was born in the beginning of my first winter break. I went back to school when he was 3 weeks old. I have to admit that enduring sleepless nights of changing, feeding, and comforting the baby is much more challenging than taking courses, developing research projects, and carrying out a teaching assistantship. Ever since he came to me, the endless journey of fitting motherhood into the academic mold awaits me. How can you make the journey ever enjoyable? Here are my experiences to share with those who are (will be or considering to be) in the same boat.



Yoon Cho

- *Work intensively.* Find a caretaker you trust and make a solid schedule where you have research time and do your top priority during these precious hours. Keep this time as sacred and do not look back otherwise you will be miserable.
- *Research day!* Once a week, set one day aside for doing research. Stay away from technologies dragging you into the world of procrastination and spend the whole day thinking, reading, and writing.
- *Do not push yourself to be a supermom.* You need to take care of yourself first. If you are breastfeeding (or planning to breastfeed), consider trying formula when you are off doing research. A bottle of formula will help you being free from the baby for a while, which helps your sanity immensely.
- *Be positive:* No matter what, exhaustive motherhood and PhD life will fly by. Besides, you are at least on your own schedule unlike other "normal" jobs. Soon, the baby will be your biggest supporter and cheer you up by saying "Ma, going school? Bye!" **AAA**

*Yoon Cho (yoonyong@uoregon.edu) is a doctoral student at the School of Journalism and Communication at the University of Oregon. She earned the M.A. in Advertising at the University of Missouri at Columbia. Her research interests include new media technology and audience engagement, greenwashing, environmental communications and the social effect on consumers' lifestyles of health and sustainability (LOHAS). Prior to joining the PhD program, Yoon worked as a media planner at LG AD, an advertising agency in Seoul, Korea, where she worked for McDonald's Korea and LG Electronics. Her advisor is Dr. Kim B. Sheehan.*

## Job Changes, New Hires, P&T



**Laura Bright**

Dr. Laura Bright is the new Assistant Professor in the Division of Strategic Communication in the Schieffer School of Journalism at Texas Christian University.

Dr. Katie Abrams is the new Visiting Assistant Professor of Agricultural Communications in the Department of Advertising in the College of Media at the University of Illinois at Urbana-Champaign.



**Katie Abrams**



**Chang Dae Ham**

Dr. Chang Dae Ham is the new Assistant Professor of Advertising in the College of Media at the University of Illinois at Urbana-Champaign. Chang Dae comes from

the doctoral program at the School of Journalism at The University of Missouri.

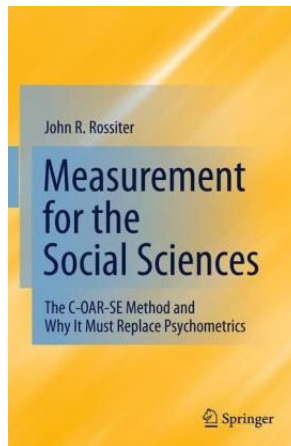
Dr. Jan Slater, Professor of Advertising, has been named the Interim Dean of the College of Media at the University of Illinois at Urbana-Champaign. In addition, she was installed as President of AEJMC in August for the 2010-11 year.



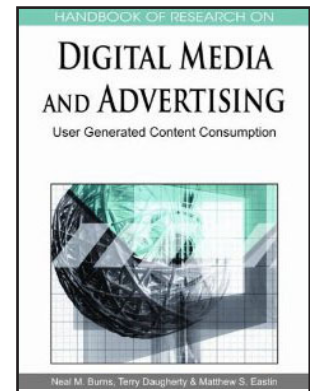
**Jan Slater**

## Book Releases

*Measurement for the Social Sciences* (Springer publishers worldwide) by Dr. John R. Rossiter has been recently published. Intended as an essential supplementary text for masters level and doctoral level research courses specifically covering measure design, the new book argues comprehensively for the author's content-validity-based, non-statistical, C-OAR-SE approach (after detailing the fatal problems with the conventional psychometric approach). Suitable for research students in sociology, psychology, organizational behavior, management, and marketing, the book features examples of highly content-valid measures for all the major constructs in the social sciences. Visit [www.springer.com](http://www.springer.com) or e-mail [service-ny@springer.com](mailto:service-ny@springer.com) for more information.



Dr. Terry Daugherty and Dr. Neal Burns recently published the *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, along with Dr. Matthew S. Eastin (IGI-Global). The book provides a framework for instructors and researchers to understand the dynamics involved with current and future media consumerism. In a time of innovative technologies, marketers are shifting from traditional means of advertising to a digital world. This timely and comprehensive publication analyzes professional and academic perceptions of advertising in new media outlets by defining the evolution of consumerism within the context of media change.





# FOR YOUR COURSES

*New Edition*

## **Advertising Account Planning**

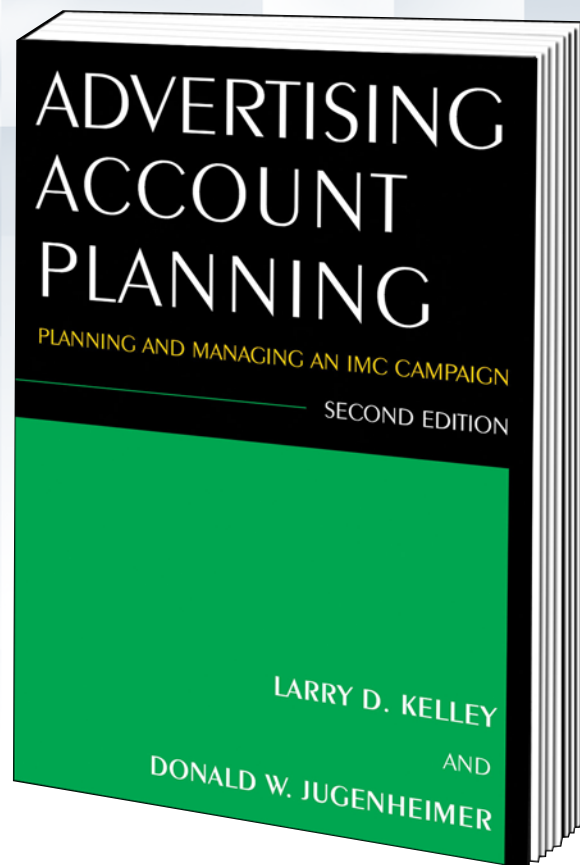
*Planning and Managing an IMC Campaign*

Second Edition

**Larry D. Kelley and Donald W. Jugenheimer**

Concise yet comprehensive, this practical guide masterfully covers the critical role of the account planner in advertising. Drawing on their extensive experience in the field, the authors follow the logical progression of the account-planning task from start to finish, including understanding the customer, defining the target market, defining the benefit, brand positioning, the creative brief, and measuring success.

This edition includes expanded coverage of the role of advertising in the overall marketing process (segmentation, positioning, and brand personality). Its campaign-oriented approach provides new discussion of how to identify the “big idea” and tie it into campaign execution, and how account planning impacts the overall IMC campaign, including media, PR, and digital marketing.



“Account planning isn’t just a task. Account planning is a philosophy that connects consumers with brands on both rational and emotional levels. Kelley and Jugenheimer demonstrate their understanding of this philosophy in their new edition of *Advertising Account Planning*, which **will benefit advertising students and practitioners alike.**” – Kim Sheehan, University of Oregon

“In addition to being **the must-have text for an account planning course**, this book is **also a perfect addition to campaign development and consumer behavior courses.** ... A valuable resource for students and industry professionals.” – Kris Kranenburg, University of Wisconsin—Whitewater

“**This book truly delivers as a practical guide to understanding account planning.** ... The authors’ skillful use of relevant examples guides the reader from ‘information to insight’ and to an understanding of account planning in integrated communications campaigns.” – Joseph Phelps, University of Alabama

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*M.E. Sharpe*

# Events & Deadlines

## December

1: December 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

## January

30: Preliminary 2011 AAA Asia-Pacific Conference program available on the AAA website (<http://www.aaasite.org>)

## February

15: Submissions to the AAA Newsletter due

## March

1: March 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

## April

7-10: 2011 AAA Annual Conference, Mesa, AZ (see <http://www.aaasite.org>)

## May

15: Submissions to the AAA Newsletter due

## June

1: June 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

8-10: 2011 AAA Asia-Pacific Conference, Brisbane, Australia (see <http://www.aaasite.org>)

## August

15: Submissions to the AAA Newsletter due

## September

1: September 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

## Have Items for the Newsletter?

Please send us your:

- Job announcements
- Calls for papers
- Announcements about awards
- Names of graduate students to be featured
- Photos for the Photo Gallery

Send to the Editor, Jisu Huh, at:  
[newsletter@aaasite.org](mailto:newsletter@aaasite.org)

*Please Note: Events and deadlines are subject to change. See referenced websites for more details.*

# Announcements...

## Special Pre-Conference Programs American Academy of Advertising 2011 Conference April 7, 2011 Mesa, Arizona

### Junior Faculty and Doctoral Student Consortium

This preconference event will provide junior advertising scholars (doctoral students and junior faculty) an unprecedented opportunity to learn from some of the most accomplished leaders in our field in an intimate, positive, and encouraging environment. This full-day event will feature timely and practical sessions relevant to junior scholars such as navigating the review process and getting published. But perhaps more importantly, the event will feature interactive sessions that allow junior faculty and doctoral students to get “one-on-one time” and customized advice from senior scholars. These “networking” sessions will consist of a more formal session focused on advice on a particular project or idea and then will be followed by a reception that will encourage the mingling of junior and senior scholars. Junior scholar participants will be required to submit a brief, one-page research proposal to be discussed with a senior faculty member at the afternoon formal networking session.

### The Ad Age Is Over. Now What? Integrated Marketing in Segmented Schools

Over a year ago Advertising Age boldly announced that the ad age was over, referencing how Cannes, the most prestigious award show in the industry is dominated by integrated campaigns that fuse public relations, advertising and digital media. The Cannes judges are now recognizing what clients have been demanding and what has been working in the marketplace for years. But as marketing disciplines converge and advertising agencies search for integrated thinkers, most universities remain segmented into teaching silos. How do we promote cross-pollination of learning and skill development across disciplines in this academic environment?

Attend this year’s pre-conference “Integrated Marketing In Segmented Schools” and help us explore this challenging yet exciting area. Topics from academic and industry guests include:

- The latest IMC trends and successes with case studies from the industry
- Marketing from the consumer’s point of view with the 4 C’s
- Content marketing and the realities of integration from an agency perspective
- The evolving role of public relations in an integrated communications structure
- A business marketing perspective on managing integrated efforts
- How to integrate multiple disciplines into a single advertising program
- Utilizing creative strategy as an essential part of cross-discipline integration

Please check the AAA website for more information these pre-conference sessions as it becomes available: <http://www.aaasite.org/>



# Announcements...

## CALL FOR PAPERS

### International Journal of Mobile Marketing – Summer 2011 issue Submission Deadline: March 15, 2011

The IJMM is the only global journal dedicated to innovative and relevant academic and industry research in the mobile marketing channel. Published by the Mobile Marketing Association, the IJMM is an award-winning semi-annual, peer-reviewed journal. Each issue contains 10 or more academic and industry articles.

#### Research Agenda--Sample Topics to Consider

The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then, the field of mobile marketing has drawn the attention of academics, students, and industry professionals. Leading industry brands are committing anywhere from 10 to 25 percent of their near-term marketing budgets to interactive digital media--including mobile. Technology companies throughout the world are investing heavily in the creation of mobile marketing solutions, and many new and important research studies are underway; however, with all this attention there is still much to learn about mobile marketing. There remains a gap in our understanding of what mobile marketing is and what drives consumer adoption and acceptance of mobile marketing. In order to help guide and influence academic studies and commercial use of mobile marketing, contributed papers should provide insight into the theoretical basis and practical application of mobile marketing. Authors may consider, but are not limited to, the following topics:

- Review of mobile industry typology, definitions
- Mobile marketing theory, frameworks, constructs, and concepts
- Research methodologies and models suitable for studying mobile marketing
- Effectiveness of mobile marketing across various traditional media channels, i.e. the mobile enhancement of traditional media
- Mobile initiative metrics
- Mobile customer relationship management
- Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., within the marketing mix
- Application of multimedia within mobile marketing initiatives
- mCommerce as it pertains to the marketing mix
- Analysis of the various delivery methods: SMS, MMS, mobile Internet, IR, IM, Bluetooth, mobile email, mobile portals
- Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- Use of mobile channel for branding, healthcare, human resources, philanthropy, politics
- Demystification of the technology and elements needed to enhance mobile marketing adoption
- Effective methods for bringing mobile marketing academic research to professionals
- Mobile marketing, a global perspective

Feel free to contact Editor Michael Hanley at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com) to verify the appropriateness of a topic before submitting a paper for publication.

#### IJMM Article Submission Guidelines

All relevant papers that further the understanding of mobile marketing will be considered for publication. Only complete submissions will be considered. Each submission will undergo one or more blind peer reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete, manuscript submissions may be submitted at any time but must be received by the MMA no later than **the submission deadline above**.

Continued on next page...

# Announcements... (cont'd)

Submitted articles should be emailed to the **MMA IJMM Journal Editor** at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com).

Authors may contact the MMA at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com) at any time with questions, and/or to inform the MMA of their intention to contribute an article by the submission deadline. For complete submission information go to: <http://www.mmaglobal.com/resources/international-journal-mobile-marketing/call-for-papers>

# Announcements...

## Advertising Educational Foundation (AEF)

### About the Advertising Educational Foundation

Established in 1983, the AEF creates and distributes educational content to enrich the understanding of advertising's role in society, culture, history and the economy. AEF programs and materials are designed to expand the advertising discourse at top colleges and universities worldwide. As a result, the Foundation helps attract the highest level of talent to the industry.

*The AEF invites you to take advantage of its varied educational materials and programs.*

### Inside Advertising Speakers Program

*Sign up now for spring 2011!*

Industry executives visit campuses nationwide to speak in the classroom and informal settings with faculty and students. Speakers are carefully chosen and programs are customized to meet your class objectives.

There is no need to commit to dates or a topic – just put your name on the list and AEF staff will follow up with you. You may sign up online at [www.aef.com](http://www.aef.com), in the Professor Resources section, or by calling the AEF at (212) 986-8060.

### Visiting Professor Program

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts. In 2010, 16 professors were hosted by advertising agencies in Chicago and New York City. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. *Note: Program is only offered to professors teaching in the United States.*

### **Objective**

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP offers professors a greater understanding of and appreciation for the industry while host companies develop closer ties to academia.

### **Components**

A two-day orientation is followed by individual fellowships. While at the host company, each professor offers a "Lunchtime Lecture" on his/her area of expertise and how it relates to advertising. *Note: With the professor's permission, the Lunchtime Lecture may be videotaped for streaming on [aef.com](http://aef.com).*

### **2011 VPP: June 6-13**

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. **Apply only if your academic and personal responsibilities allow you to participate for the full two weeks.**

### **Expenses**

Host companies pay housing and per diem. Professors pay travel and out-of-pocket expenses.

### **Application**

Visit the On-Campus section on [www.aef.com](http://www.aef.com) to apply online. **All application materials (CV, letter of recommendation and statement) must be postmarked by January 31, 2011.**

### **Notification: April 2011**

Contact Sharon Hudson, Vice President, Program Manager, at [sh@aef.com](mailto:sh@aef.com) or (212) 986-8060 x15

*Continued on next page...*



# Announcements... (cont'd)

## Advertising Educational Foundation (AEF)

### Advertising & Society Review

The AEF publishes *Advertising & Society Review (A&SR)*, a comprehensive, peer-reviewed academic online journal distributed by The Johns Hopkins University Press Project MUSE.

This publication, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, and other scholarship about advertising in society, culture, history and the economy. The content is edited and managed by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the socio-economic role of advertising.

A&SR is available through your university e-journal collections and your campus library.

### ADText

The AEF is pleased to publish and offer via open access the *ADText Online Curriculum*, the first online textbook about advertising and society. ADText consists of 21 units and is published as a supplement to its online journal, A&SR. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. ADText provides a broad cultural perspective on advertising as a social force and creative form with streamed commercial examples, explanations, and links.

### **Units include:**

- What is Advertising?
- A Brief History of Advertising in America
- “Subliminal” Advertising
- High Culture/Low Culture: Advertising in Literature, Art, Film and Popular Culture
- Advertising in the Public’s Eye
- Public Service Advertising
- Representations of Masculinity and Femininity in Advertising
- Advertising and Christmas
- The Interpretation of Advertisements
- The Role of Research in Advertising
- Multiculturalism in the Marketplace
- The Management of Brands
- Ethics and Advertising
- Advertising in China
- Creativity in Advertising
- Advertising in Brazil
- Advertising in India
- Children and Advertising
- Global Advertising
- Media & Advertising
- The Rise and Fall of the TV Commercial

A Spanish interpretation will be available by the end of the year and a Chinese (Mandarin) interpretation will be added in 2011.

The Table of Contents is available at [www.adtextonline.org](http://www.adtextonline.org).

### **The AEF welcomes your comments and questions.**

Please contact Paula Alex, CEO, at [pa@aef.com](mailto:pa@aef.com) or  
Marcia Soling, Content Manager, at [ms@aef.com](mailto:ms@aef.com)  
(212) 986-8060 [www.aef.com](http://www.aef.com)

### Race, Ethnicity, and Advertising in America 1890-2000

The AEF is developing for its website—[www.aef.com](http://www.aef.com)—the definitive “virtual” museum exhibition about how American experiences of race and ethnicity have shaped and been shaped by the development of advertising over the course of the 20th century. The AEF is positioned to make a significant contribution to scholarship, to the industry, and to the public by creating the first resource of its kind anywhere on the World Wide Web. The first step is the prototype of the full archives and exhibit for testing.

Continued on next page...

# Announcements... (cont'd)

## Advertising Educational Foundation (AEF)

The project includes African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The full exhibition will include approximately 3,000 images, audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online curricular materials for college faculty to use across a variety of disciplines that examine multiculturalism in popular culture.

### Inside Advertising Forum

The Inside Advertising Forum is created to help connect professional practitioners of advertising with students and academics interested to learn the “state of the art.” IAF will be a collection of videos articles, and slide shows, playing a role in the ongoing education of the industry. The Forum will launch in the first quarter of 2011 with three video chats/articles:

- Introduction to the Inside Advertising Forum
- A video chat with Steve Hayden, Vice Chairman at Ogilvy & Mather
- An article by Rishad Tobaccowala, Chief Strategy & Innovation Officer at VivaKi

# Announcements...

## **JOB ANNOUNCEMENT**

### **Associate/Full Professor Position at UIUC**

The Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign is seeking applications for a full-time tenure track associate or full professor position in a growing and nationally recognized program at a world-class university.

Candidates for this position should be established leaders in their field. In addition, they should have significant professional expertise in one or more of the following areas: strategy, planning, research, media, digital media, creative work or management from within an advertising or public relations agency or from a related industry. Also they should possess a global perspective and embrace cultural diversity. Successful candidates must demonstrate the potential to establish an active program of excellence in professional endeavors or research in advertising and related fields.

Further, the candidate must be able to develop and teach a range of courses for both undergraduate and graduate students. Therefore, the candidate must possess either significant experience in teaching or demonstrate the potential to become an effective teacher.

An ideal candidate will also excel at departmental service and be able to establish collaborative relationships across disciplines and institutions, as well as develop and maintain strong industry visibility. Individuals who hold a master's or PhD degree and who have academic and professional experience will also be considered. The position will begin on August 16, 2011. Salary will be commensurate with experience.

The Department of Advertising at the University of Illinois was established in 1959 by Charles H. Sandage, considered by many to be the "father of advertising education." Today, the newly renamed Charles H. Sandage Department of Advertising celebrates Sandage's legacy and his vision with a program that is professionally relevant, yet broad enough that students learn critical, analytical and problem solving skills. As the leading institution for advertising education in the world, our curriculum, "The Sandage Way," lays claim to the philosophy of our founder while positioning us for the future. Our faculty incorporates these values in their teaching and scholarship that is focused on "understanding, evaluating and communicating the many-faceted aspects of advertising."

Please create your candidate profile at <http://jobs.illinois.edu> and upload your cover letter, curriculum vita/ resume, and the names, e-mail addresses and phone numbers of three professional references. Also submit professional work samples, research publications, and/or teaching samples. All requested information must be submitted for your application to be considered.

In order to ensure full consideration, applications must be received by November 15, 2010. Review of applications will continue until the position has been filled. Send supplemental application materials to Janette Bradley Wright, University of Illinois, Charles H. Sandage Department of Advertising, 810 S. Wright Street, 103 Gregory Hall, Urbana, IL 61801. For further information regarding application materials, you may contact Janette Bradley Wright via email at [wjbradle@illinois.edu](mailto:wjbradle@illinois.edu).

Illinois is an Affirmative Action /Equal Opportunity Employer and welcomes individuals with diverse backgrounds, experiences, and ideas who embrace and value diversity and inclusivity. ([www.inclusiveillinois.illinois.edu](http://www.inclusiveillinois.illinois.edu)).

# Announcements...

## JOB ANNOUNCEMENT



THE UNIVERSITY OF GEORGIA

### **Faculty Position in Advertising**

Department of Advertising and Public Relations  
Grady College of Journalism and Mass Communication  
The University of Georgia

The Department of Advertising and Public Relations of the Grady College at the University of Georgia invites applications for a tenure-track position in advertising to begin August 2011.

### **Academic Rank/Salary**

Assistant/Associate Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.

### **Responsibilities**

Candidates must have a teaching and research concentration in and commitment to advertising as an academic enterprise; a thorough grounding in theory, research and practices and the ability to teach undergraduate and graduate courses in advertising and related subjects, particularly courses such as advertising media planning, advertising research, and advertising management and campaign planning.

### **Qualifications**

Ph.D. in communication or related field required. At the Assistant level ABDs will be considered (appointment will be at instructor-level and will have one calendar year from date of contract to complete the doctorate). At both levels, sustained evidence or strong promise of research productivity required. Ability to mentor and direct graduate students also required. Expertise in digital advertising a plus.

Screening of applications will begin December 8, 2010 and continue until position is filled. To apply for the position, submit a cover letter, three references and curriculum vitae to (electronic submission preferred):

Professor Elli Roushanzamir  
Advertising Search Committee Chair  
Department of Advertising & Public Relations  
Grady College of Journalism and Mass Communication  
University of Georgia  
Athens, GA 30602-3018  
Email: [elli.roushanzamir@gmail.com](mailto:elli.roushanzamir@gmail.com) (706) 542-5007

Learn more about the Department of Advertising and Public Relations and the Grady College at [www.grady.uga.edu](http://www.grady.uga.edu). Georgia is well known for its quality of life both outdoors and urban activities ([www.georgia.gov](http://www.georgia.gov)). The University of Georgia ([www.uga.edu](http://www.uga.edu)) is a land grant/sea institution located 90 miles northeast of Atlanta ([www.visitathensga.com](http://www.visitathensga.com)).

**The University of Georgia is an Affirmative Action/Equal Opportunity Institution**



## **JOB ANNOUNCEMENT**

### **Public Relations and Social Media Michigan State University**

We are looking for a dynamic scholar-teacher committed to developing a strong program of research and teaching at the intersection of public relations and social media.

The ideal candidate will have a doctorate from communication, business, information sciences or allied field, and a focus on organizations' use of social media for public relations practices such as relationship building and reputation management. Potential for high-quality research and commitment to external grant activity is a must; experience with the use of social media for public relations efforts is a plus. The position will involve undergraduate and graduate teaching in the areas of public relations principles and strategy, social media design and theory, and evaluation research.

This tenure-track assistant or associate professorship is jointly appointed in the Department of Advertising, Public Relations and Retailing (tenure home) and the Department of Telecommunication, Information Studies and Media, two departments characterized by highly ranked faculties and vibrant programs of interdisciplinary research. Social media research and design is an emerging area of excellence in the College of Communication Arts and Sciences, and opportunities abound for collaboration and program building.

Please submit questions and applications via email to Professor Charles T. Salmon, Search Committee Chair, Department of Advertising, Public Relations and Retailing, at [socialms@msu.edu](mailto:socialms@msu.edu). Electronic submissions are required. Applications should include a cover letter describing experience and qualifications, a curriculum vitae, and contact information for three references. Review of applications will begin December 1, 2010, and continue until the position is filled.

*MSU is an affirmative action, equal opportunity employer. MSU is committed to achieving excellence through cultural diversity. The university actively encourages applications and/or nominations of women, persons of color, veterans and persons with disabilities.*

# Announcements...

## JOB ANNOUNCEMENT

### Emerson College — Tenure-track and/or tenured positions

#### Assistant, Associate, or Full Professors

- Consumer Behavior
- Public Relations or Corporate Communications
- Business Management
- Media Studies

Department of Marketing Communication  
Emerson College, Boston, Massachusetts  
<http://www.emerson.edu/>

Emerson College is seeking up to three full-time faculty colleagues, rank open, to join a well established and growing Department of Marketing Communication. Tenure-track or tenured appointment and rank depend on the candidate's experience and qualifications. The initial appointment is for the 2011-2012 academic year beginning September 1, 2011.

Required qualifications include: completed Ph.D., or equivalent advanced degree, in Marketing, Communications, or Business with a focus in one of the following areas: 1. Consumer Behavior (psychology, sociology, anthropology or other social science perspective), 2. Public Relations or Corporate Communications, 3. Business Management (emphasizing strategy, marketing or finance), 4. Media Studies, (emphasizing entrepreneurial and/or strategic marketing applications of digital and data-driven media, contemporary media metrics.)

Major considerations include excellence in teaching, research achievement or promise, technology proficiency and a commitment to global diversity. Of great importance is the candidate's desire to contribute to a dynamic, cross-disciplinary department well situated in a communications college that is committed to redefining contemporary marketing communication education. Candidates with significant industry experience and familiarity with college-level teaching, research and publishing are especially attractive.

Emerson College is dedicated exclusively to programs in communication and the arts, located in the center of Boston, surrounded by major healthcare and research centers. The College enrolls approximately 3,000 full-time undergraduates and nearly 1,000 full and part-time graduate students.

Emerson College values campus multiculturalism as demonstrated by the diversity of its faculty, staff, student body, and constantly evolving curriculum. The successful candidate must have the ability to work effectively with faculty, students, and staff from diverse backgrounds. Members of historically under-represented groups are encouraged to apply. Emerson College is an Equal Opportunity Employer that encourages diversity in its workplace.

Applicants should submit a cover letter that identifies the focus area from the list above, description of teaching philosophy and experience, sample syllabi of courses taught, list of research accomplishments and agenda, along with sample publications, an updated curriculum vita, and names and contact information for three references. Inquiries and applications should be directed to Ms. Tess Fallon, Assistant to the Chair, Department of Marketing Communication, Emerson College, 120 Boylston Street, Boston, MA 02116, [tess\\_fallon@emerson.edu](mailto:tess_fallon@emerson.edu). Applicants must also fill out an online application form in addition to submitting application materials directly to the department.

To view this position and apply online please visit our faculty employment web page at <http://www2.emerson.edu/hr/employment.cfm>. Review of applications will begin January 15, 2011 and continue until an appointment is made.

# Announcements...

## **JOB ANNOUNCEMENT**

### **Rhode Island College**

The Department of Communication at Rhode Island College seeks to fill a tenure track position in Advertising for fall 2011. Requirements include: Ph.D. in advertising, public relations or relevant, related field completed by August 2011 and the ability to teach advertising courses such as principles, research methods, media planning, and application of new technologies. Preferred qualifications include: Advertising industry experiences. The position will not only develop and coordinate advertising area, but may also assist in teaching basic public relations courses. Therefore, preference will be given to applicants that can teach basic level public relations courses as well.

IMPORTANT: for full job description, including additional responsibilities and requirements for the position and application procedures, see our web site at <https://employment.ric>. Candidates must apply on-line, using Rhode Island College's PeopleAdmin Applicant Tracking system. Application deadline: January 14, 2011

[www.ric.edu](http://www.ric.edu)

# Announcements...

## CALL FOR PAPERS

### Refereed Pedagogy Poster Session for Advertising Education Practice & Research



### American Advertising Federation National Conference

June 1-4, 2011 – Hilton San Diego Bayfront – San Diego, CA

**Submission Deadline (Extended Abstract Only):  
Friday, January 15, 2011, 11:59pm, EST**

Share your successful teaching innovations and pedagogy research with advertising educators, professionals and students at the American Advertising Federation National Conference.

The AAF National Academic Committee is sponsoring a competition to encourage advertising educators to participate in the AAF National Conference and to facilitate the dissemination of innovative and effective teaching techniques in advertising. All submissions will be double blind-reviewed and authors will receive decisions no later than March 18, 2011.

Accepted entries will automatically be reviewed for publication in the *Journal of Advertising Education* following the conference. Accepted authors must submit completed papers to the competition organizer no later than May 9, 2011. Please consult *Journal of Advertising Education* contributor information for paper style and page length guidelines (<http://www.aejmc.net/advertising/JAEWeb/Contribute.html>).

Accepted presenters will host their display during a poster session at the national conference in San Diego. Easels and tables will be provided on which to display your poster. Accepted presenters must register for the conference upon presentation acceptance. Special discount registration rates will be available to academics and posted to the AAF Web site for conference registration details ([www.aaf.org](http://www.aaf.org)).

**To be considered, please submit two separate PDF files.**

First File: **Cover Page includes** (1) Name of Presenter (2) Affiliation (3) Contact Information (4) Title

Second File: **Extended Abstract includes** (1) Title (2) A 100-word abstract describing the research or innovation to be presented (3) Explanation of your study or application including objectives and outcomes (1200-word maximum) (4) DO NOT include author name(s) on the abstract

**Email submissions to: Ludmilla Wells at [LWELLS@FGCU.EDU](mailto:LWELLS@FGCU.EDU)**

**Deadline: Friday, January 15, 2011, 11:59pm, EST**



# AAA Editorial Policy

## AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations, etc.

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call on p. 42).
2. Type calls in a Word or rich text format (rtf) file (no PDFs, please).
3. Single space paragraphs and double space between paragraphs; bullet items that group together well, such as a list of possible topics.
4. Write the call in accordance with the Sample Call.
5. Provide these additional details:
  - Organization making the call
  - Reason for the call
  - Date of the call (if a conference, provide conference start and stop dates)
  - Submission deadline
  - Theme (if a journal, provide special issue topic)
  - Brief list of topics (in bullet format)
  - Chair's name and complete contact information
  - Direct link to the complete call on your website (we'll link from the call you submit to the AAA Newsletter to your complete call on your website, where our members can get additional details if needed)
6. Ensure that all information is accurate (the Editor will edit for spelling, grammar and punctuation but not accuracy of factual information such as deadlines, email addresses, etc.)
7. Email all calls, job announcements or other items for the newsletter to the AAA Editor, Jisu Huh (newsletter@aaasite.org)
8. Calls are due by the following dates:

**AAA Newsletter Published on:**

- March 1
- June 1
- September 1
- December 1

**Call is due by:**

- February 15
- May 15
- August 15
- November 15

# AAA Ad Policy

## AAA NEWSLETTER ADVERTISING POLICY

**As of June 2008, the American Academy of Advertising Newsletter will carry an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to ½ page) to \$100 (from ½ page to a full page) depending on size.**

Four Newsletters are published online annually and read by over 500 AAA members. Deadlines to receive ads to be placed are noted below. Please note that the dates below are “received by” dates, meaning the ad must be sent by the dates noted below.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information is being developed.

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased at the above noted costs. Again, the deadlines below must be adhered to.

### Ad Specifications:

The Newsletter is published in an 8 ½” x 11” color format PDF. Ads may be submitted via a high resolution PDF. It is the responsibility of the individual or organization placing the ad to create the ad and submit it by the “received by” deadlines noted below. The editor and AAA assume no responsibility in the accuracy, formatting or creation of the ad. Ad content is subject to AAA approval.

### Payment and Billing:

Payment in advance is required. You can pay by check, sending the payment directly to Patricia B. Rose, Executive Director, 24710 Shaker Blvd., Beachwood, OH 44122. Should you want to pay with a credit card via PayPal, please contact Pat Rose directly at [rosep@fiu.edu](mailto:rosep@fiu.edu) for information.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter for additional questions or comments.

### Deadline for Submitting Ads to the AAA Newsletter

AAA Newsletter Due Out:	Ad(s) due by:
March 1	February 15
June 1	May 15
September 1	August 15
December 1	November 15

## Here’s an example of how to set up your call:

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is “Brick & Mortar Shopping in the 21st Century.”

Possible topics include, but are not limited to:

- Methodological innovations for studying shopping behavior
- Shopping environments (such as Kozinet et al.’s (2004) work on retail spectacle)
- Consumers’ attitudes toward “physical” shopping the Mall as social gathering place
- Third party influences on shopping decisions
- Personality differences between those who prefer physical vs. e-shopping
- Synergies between brick & mortar retailers and their electronic counterparts
- Situational factors that promote/inhibit the choice to physically shop

The submission deadline is **December 15, 2005**. For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

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