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Featured Destination

AAA 2012 Conference - Myrtle Beach, SC

by Herbert Rotfeld, AAA President

Whether to golf, relax on the beach or attend sessions on advertising research – come to Myrtle Beach!

As this is written, papers and special topics proposals for our Spring conference are under review, so I can't say anything much about the expected program. But then, many people plan conference trips based on the places they want to visit.

I don't golf. I say that up front because I can't relate to all the people who will show up with a collection of clubs to run out to the course during our Spring conference in Myrtle Beach and the Grand Strand. On the other hand, there are miles of beautiful beaches, and for those into dangerous leisure sports, several motorcycle stores in the area. I've never actually been to the area, but I've been told that most people who visit are either sun worshippers who spend much of their time lying on a blanket somewhere along the miles of wide, sandy beaches, or travel for golf on the more than 100 golf courses in the region, or they "shop 'til they drop" in

the many factory outlets and out-of-the-way boutiques. Even though it will be mid-March, it is hoped that we'll have warm temperatures, beautiful scenery and abundant sunshine make for a wonderful respite from classrooms and the Northern winters.

The Marriott Hotel in the Sand Dunes Area is 20 minutes from the airport, has a fully equipped fitness Center with state-of-the-art exercise equipment and three pools (indoor and outdoor). The beach is just steps away for jogging and walking. I'll admit that the surroundings are always secondary to me. At every AAA conference I've attended, I've never left the hotel all that much. There are too many people that I only see once a year, too many interesting sessions to attend, and the conference registration covers many meals. So whatever your attraction to AAA, I hope to see you there in March.

AAA

Click on the photo to go to YouTube and watch a video about Myrtle Beach or copy/paste this link in your browser:
<http://www.youtube.com/watch?v=iGHIsOkgtBY&feature=relmfu>

Featured Teaching

Temerlin Advertising Institute at SMU's Meadows School of The Arts Marks Tenth Anniversary

The Temerlin Advertising Institute at SMU's Meadows School of the Arts, the nation's first endowed institute for the study of advertising, celebrated its tenth anniversary with a gala on October 21 attended by leaders in business, education and the advertising industry.

Established in October 2001, the Institute is named in honor of Liener Temerlin, a respected pioneer in the advertising industry, a civic leader, and a philanthropist with a long history of supporting the community. The Institute was funded initially by lead gifts pledged by more than 70 friends and associates of Temerlin, the founder of Dallas-based Temerlin McClain advertising, marketing and communications agency (now TM Advertising). Among the major corporations and CEOs who helped create the Institute were American Airlines (Bob Crandall), Centex Corporation (Laurence Hirsch), ExxonMobil (Lee Raymond), Frito Lay (Roger Enrico), HEB (Stephen Butt), Metro Media (John Kluge), Michael's Stores (Charles Wyly), Neiman Marcus (Stanley Marcus), Perot Companies (Ross Perot), The Richards Group (Stan Richards and TRG employees) and Zale Corporation (Don Zale).

Since its 2001 inception, the Temerlin Advertising Institute has developed a national reputation as a center of advertising education, recognized for its internationally renowned faculty, award-winning students and leadership in contemporary, socially responsible consumer messaging. In its first decade, the Institute has established more rigorous admission requirements, significantly raised the caliber of its students, and increased the number of full-time faculty from five to twelve. Other accomplishments include the following:

"I am the only international student in the 2011 class, and I am very content with the atmosphere in this program as well as in this school. I feel I am always welcomed, and everyone is willing to offer some kind of help. Some courses are challenging, but I love those courses. Also TAI has a very good relationship with SMU's Cox School of Business, and we can enjoy the benefits of taking electives at Cox."

Jingya Huang, M.A. 2012



L-R (front row): Dr. Yeo Jung Kim, Assistant Professor; Dr. Patricia Alvey, Distinguished Chair & Director of the Institute; Liener Temerlin; Karla Temerlin; Dr. Alice Kendrick, Professor; and Dr. Carrie La Ferle, Professor.

L-R (back row): Mr. Dev Gupta, Lecturer; Mr. Brice Campbell, Executive in Residence; Dr. Hye Jin Yoon, Assistant Professor; Ms. Cheryl Mendenhall, Lecturer; Dr. Steve Edwards, Professor; Mr. David Hadelar, Visiting Executive in Residence.

- The Institute has garnered an endowment comprised of several funds created specifically for lecture series, scholarships, student travel and endowed faculty positions, including the Chrissy Collins Creative Student Fund, Morris Hite Scholarship, Roger and Rosemary Enrico Scholarship, ExxonMobil Lecture Series on Ethics in Advertising, an Institute Distinguished Chair, and a Stan Richards Creative Professorship.
- TAI was named by Stuart Elliot (advertising critic for The New York Times) as one of 10 leaders in advertising education among colleges or universities. (Campaign Magazine, June 27, 2003)
- The Institute is a leader in socially responsible pro bono work, providing strategic and creative branding solutions to both local and national clients. Clients have included the SMU Center for Drug and Alcohol Abuse Prevention, Business for Diplomatic Action, TITAS Performing Arts Company, Impact Cause Marketing and Contact Crisis Line.
- TAI designed and launched the first Master of Arts in Advertising degree built for the global consumer with a core of corporate and social responsibility. This revolutionary new program was designed to compete against over 150 graduate programs in the U.S. and, in its third year, is already vying successfully with such top institutions as

Continued on next page...



Campaigns class - Steve Edwards

The University of Texas at Austin, The Newhouse School at Syracuse and The Medill School at Northwestern.

- TAI launched the first international immersion experience for advertising students in India. Partnering with the DDB-endowed Mudra Institute of Communications in Ahmedabad, TAI was the first advertising program to establish a long-term agreement with an Indian institution of higher education.
- TAI faculty are active members of and hold leadership roles in local and national academic and industry associations, including the American Academy of Advertising, the American Association of Advertising Agencies, The One Club for Art and Copy, and others.
- TAI faculty members have published in every top advertising journal nationally and internationally. They sit on the editorial boards of those same major journals and are recognized as experts in ethics, international



Creative Production class - Cheryl Mendenhall

advertising, social marketing and creative thinking. Additionally, faculty member Alice Kendrick is co-editor of the Journal of Advertising Education and Steve Edwards is the co-editor of the Journal of Interactive Advertising.

- TAI students have won two national and four district championships in the National Student Advertising Competition sponsored by the American Advertising Federation.
- TAI students also have won many dozens of creative awards in regional, national and international competitions including The ADDYs, The Houston Art Directors Show, The One Show for Art & Copy, the Archives Magazine student competition, CMYK Magazine, The Art Directors Club of New York, Summit International Creative Awards, Chipotle's 30 Seconds of Fame National Ad Competition, and the Dallas Society of Visual Communications.
- TAI students have competed for and won prestigious industry-related internships and fellowships including the American Association of Advertising Agencies Multicultural Internship, American Advertising Federation Most Promising Minority Student Awards, American Advertising Federation Stickell Internships, SMU Richter Fellowships, SMU Hyer Society, SMU Presidential Scholars, SMU Hunt Scholars, Meadows School of the Arts Scholars, Roger and Rosemary Enrico Scholarships, and Morris Hite Scholarships.

“Having the Temerlin Advertising Institute at Meadows, and having such forward-thinking faculty and leadership, have given us a tremendous advantage over other art or communication schools in the last ten years,” said Dr. José Antonio Bowen, dean of the Meadows School. “The Meadows School of the Arts is the perfect place for an advertising institute because advertising draws from all disciplines of the creative arts and combines aspects of the visual, performing, and communication arts with critical, strategic thinking in an exciting and essential business field. The growing reputation of the Institute has been a wonderful boost to the School, and the innovative collaborations across departments have given Meadows the ability to develop new curriculum ahead of competitors. Our TAI students are award winners and successful business leaders, but I am most proud of how they are making a mark as creative thinkers and strategists.”

AAA

Featured Research

European Perspective: An Emerging Imperative in Marketing and Advertising Research - Understanding Consumer-Brand Engagement

by Rosella C. Gambetti

Engagement is a new concept in the marketing literature, presently emphasized as a fundamental driver of postmodern consumer behaviour and decision-making process. However, currently it exists neither a clear nor a unitary definition of this new concept, tentatively defined by organizational psychology scholars as a sort of persistent activation state of an individual based on emotional, cognitive and behavioral dimensions, and just recently by advertising scholars and professionals as the turning on of a prospect to a brand idea enhanced by the surrounding context. The concept of engagement has been dealt with so far in different and contradictory ways in the marketing literature. It has been considered as a generalized view of a brand in relation to the self, with consumers varying in their tendency to include important brands as part of their self-concepts, emphasizing the individualistic dimension of the consumer-brand relationship. It has also been defined as a process-based, dynamic construct, considered as a somewhat confusing “umbrella concept”, including satisfaction, commitment, involvement, trust and loyalty of a consumer towards a brand. In other studies it has been simply associated with a favourable attitude of consumers towards the media (media engagement) or towards the advertising message (advertising engagement), emphasizing either the cognitive component activated by the contextual relevance of the message or the affective one activated by the unconscious feelings triggered in the ad processing.

So at present, although it is clear that there is a shared interest on the study of consumer engagement both in the academic and the professional marketing communities, it is evident that there is a lack of established knowledge about this construct. Furthermore the ongoing debate about engagement shows the tendency to “force” this new phenomenon into traditional and already consolidated interpretive lenses (Gambetti and Graffigna, 2010).

These evidences convinced me and my university colleague Guendalina Graffigna to carry out a basic study, aimed at inductively founding a conceptual framework of consumer-brand engagement firmly grounded in data (Graffigna and Gambetti, 2011; Gambetti, Graffigna and Biraghi, 2011). Moreover, the nature of engagement calls for the development of more flexible and in-depth research methods, able to better explore and understand postmodern psycho-social constructs such as consumer-brand engagement.

Sharing these thoughts, my colleague and I started developing an exploratory study a couple of years ago aimed at drafting a first preliminary foundation of the construct of consumer-brand engagement. In particular, our study is aimed at:

- 1) understanding key drivers of consumer-brand engagement and how they relate to each other;
- 2) outlining evolutionary phases of the engagement process;
- 3) exploring contextual clues (such as communication strategies, brand features and associations, etc.) triggering the consumer-brand engagement process;

Our preliminary study was qualitative and designed according to the Grounded Theory methodology and data was collected throughout semi-structured interviews on a sample of consumers purposively selected. In the whole, 28 consumers were interviewed so far. Interviewees were of both genders, aged between 18 and 35, of a medium-high economic status (all participants got an academic degree and they were employed at the date of the interviews), brand-sensitive (i.e. interested and informed regarding brands and their communication, always attentive to the release of brand new products) and having all a “favourite” brand (i.e. participants able to identify a brand that they preferred in comparison to others in the same category, of which they bought several products over a period of at least five years and towards which they have developed an emotional bond). Furthermore interviewees were articulated according to: 1) their emotional bond with the favourite brand (strong vs weak); 2) their behavioral commitment to the favourite brand (in terms of frequent vs occasional purchase of the product and positive brand referral carried out to relatives and peers). Finally in order to develop a wide coverage of the phenomenon, encompassing a diversified range of consumption experiences, favourite brands considered in the study were of different sectors: clothing, shoes, jewellery and accessories, electronics, automotive, perfumery (e.g. Ralph Lauren, Apple, Converse, Fiat 500, Vanity Fair, Sony Play Station, Lancome, Tiffany, etc.).

Our study produced an exploratory conceptual framework of the process of consumer-brand engagement pointing out the basic constitutive dimensions and phases of such a process.

With our study we cast light on the fundamental characteristics that – according to consumers’ experiences – a brand should have in order to facilitate the development of an engagement relationship with consumers. In this regard, the brand should

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Featured Research... (cont'd)

play the role of a “dream carrier”, a “source of identification” and a “compass” for consumers. In order to be a “dream carrier” the brand should be perceived by consumers as a source of imagination of “possible worlds”, a possible scenario in which consumers make the most of the relationship with the brand... a creative function played by the brand that should act as a support of consumer imagination and planning of possible trajectories not only of consumption but also of other individual and social experiences; ...but the brand should also be a “source of identification”: this means that the brand should become part of the daily life of consumers, part of their identity, and even a support for the manifestation of their own style and personality. Finally the brand should become a “compass” for consumers, a reference point that is constantly present across time and periods of life, that promises to last forever and be trustworthy in the emotional relationship built with the consumer.

All these pivotal elements are the conditions that drive a “humanization” of the brand by consumers. In other terms, the brand is experienced by consumers as a “life mate”: this anthropomorphization of the brand is the crucial element that activates an engagement relationship between consumer and brand.

However, the “brand life mate” figure assumes different meanings and relational characteristics while fostering the relationship between consumer and brand. Namely, consumer-brand engagement evolves in three main development phases: the first phase is described by consumers as a “friendship” phase, in which the emotional affiliation and the affective relationship between consumer and brand are at the beginning stage of their development, although already intense; the second phase is characterized by a more intimate relationship between consumer and brand (phase of “intimacy”): this is a real phase of engagement in which consumers feel committed to the brand and perceive it as an important component of their daily life; finally, a third and more intense phase of engagement can occur,

experienced by consumers as a “symbiotic relationship” with the brand: this phase represents the maximum level of engagement, usually consolidated through a long-term trust bond between consumer and brand, driving a very strong commitment of consumers in the relationship with the brand that becomes both “indispensable” and an inestimable source of “identification” and “planning” of consumption and other experiences.

Although preliminary, the study my colleague and I carried out highlights some interesting insights regarding the experience of consumers’ engagement towards a brand and the conditions that can enhance this experience. Our study constitutes a first attempt of foundation of the concept of consumer-brand engagement and its evidences can offer an original contribution to a debate that is still at its infancy. Our research points out also important implications for marketers. To engage consumers towards their brands, marketers should get into the life of their consumers, activating them both emotionally and physically, and establishing with them a deep and authentic relationship: an evolving sentimental relationship increasingly intimate, private, and exclusive over time. To achieve this goal, marketers should carry out a brand strategy based on some key elements: 1) brand personification, that is the brand should be perceived as a human being, the more the brand is perceived as a person, the more it is able to get in touch and move emotionally and physically another person, the consumer; 2) value-based affinity, the brand is for consumers a kind of container of thoughts, perceptions, and meanings, and it is then fundamental that those elements stem from a value system that is consistent with that of consumers; 3) emotional bond, that is the brand should enhance those product features and communication stimuli that allow a stronger emotional activation of consumers, for instance emphasizing multi-sensory product features capable of eliciting memorable brand experiences, and planning a strategic, integrated and long-term use of unconventional communication tools such as ambient and guerrilla initiatives, and Web 2.0 social media brand applications.

Rossella Gambetti, Ph.D., is Assistant professor of Management Sciences at the Università Cattolica del Sacro Cuore in Milan (Italy), where she teaches “Corporate and marketing communications”.



She serves as a research fellow at the Research Laboratory on Business Communication in the same University. She is author of academic journal articles, books and essays on topics such as innovative branding strategies, alternative advertising and consumer-brand relationships. She is research analyst in the field of brand management for research institutions and consultancy agencies.

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AAA

It Was An Interesting Year

by Herbert Jack Rotfeld

In the age-old tradition of AAA, members of the executive committee find their official work starts in the months prior to their official term of office. For many events of the past year, they really got underway during the latter half of 2010.

I did not know until Fall of last year that the popular outlet for the work of many advertising scholars since 1978, *Journal of Current Issues & Research in Advertising*, was facing a crossroads in 2010 as the long-time publisher, CtC Press, announced that it would end operations with the Fall issue. It was always a small company and the owner was retiring. The co-editor of JCIRA since the first issue in 1978, Jim Leigh, was trying to find another company willing to continue the publication. He was not having any success. Shortly after Jim asked me if AAA might be interesting in taking ownership of the journal, one publisher that previously turned him down contacted me saying that they might be interested in publishing the journal if it was owned by an academic association.

As a bit of background, *Journal of Advertising* began in 1972 as "self-published" by AAA. As was common for association owned journals in the twentieth century, the publication was a benefit provided to AAA members, for the most part funded by organization dues with additional support from contributions made by the editor's home university. During the 1990's and early years of this century, the world of academic publishing changed. Even though commercial publishers engaged in journal proliferation by creating new refereed journals, association owned journals remained the high prestige publication outlets,

both then and now. This provided an opportunity for many academic associations entering into partnerships with commercial groups that would produce and sell the final product to libraries around the world. This was why AAA entered into two successive five-year contracts with ME Sharpe to publish our flagship journal.

Both the Publications and Executive committees of AAA agreed that we would like to take on ownership of JCIRA, but with some conditions: Jim Leigh had to suspend current review and acceptance activities; our publication committee would select a new editor (Jim and his founding co-editor, Claude Martin, had both already retired as faculty); JCIRA needed a clearly defined editorial position for the journal as distinct from *Journal of Advertising*; and we would have to find a publisher willing to handle the journal in a way that would generate enough revenue to cover our costs. This was no small task. By the time he had ended his operations, Jim accumulated a backlog of more than a year's worth of manuscripts, which would allow us needed breathing room so we could start soliciting new papers as soon as we completed all the other aforementioned steps.

Obviously, this could not be done instantly. The first half of this year involved gathering the materials from CtC press to solidify our ownership of the publication. The added wrinkle in the mix was that the Publication Committee already had another big job in front of it such that consideration of JCIRA

Continued on next page...



had to await its completion. With our current contract with ME Sharpe that ends in 2012, if we wanted to terminate that relationship, they had to be notified by the end of 2011. This, in turn, meant that the Publications Committee had to conduct a thorough review of the contract and competitive options. Our best bet for a publisher for our new journal was the one with a solid contract for our main publication, JA. The publications committee had its work cut out, resulting in a very busy meeting planned for our Spring conference in Mesa, Arizona.

Ah, the Mesa conference. Some members might not realize it, but that was our first conference without the services of our long-time volunteer director of conference services who had resigned from the position quite suddenly in 2010. We were saved and well served by our over-worked and underpaid Executive Director, Pat Rose, and our new Conference Manager, Betty Djerf. As far as we could tell, most members couldn't tell the difference. Our membership committee started a new effort at surveys on member reactions to the conference, while buried in a meeting room in Mesa, the Publications Committee spent a very long day with presentations from publishers on proposals for how they would handle JA if they had the contract starting in 2013.

The PC didn't come out of their conference meetings with a recommendation. There were still more details they wanted to consider. Before they were done, AAA members traveled to Brisbane, Australia for our international conference hosted by Queensland University of Technology. At our opening sessions, we gave out some awards to international members who were unable to attend our Mesa meeting – we are truly an international organization – plus our hosts allowed our president to hand out some additional honors to local students from other competitions. We met advertising educators from around the world, discussed new research ideas, and made new friends. Once we were home, it was back to deciding on the JA publication contract, plus completing more details to acquire ownership issues of JCIRA.

In 2006, we had renewed the contract with Sharpe in large part because of our positive relations with their representative, Harry Briggs. If it was just a decision of personal relationships, we would stay with Sharpe forever, or change publishers only if Harry changed employers. Because of his strong service to AAA over the past decade, some members of the association

wanted to find some way, any way, that we could renew the contract one more time. As the committee evaluated the different proposals, his defenders strongly argued that we retain Sharpe despite all other factors or proposed service differences the other companies might have offered. I don't think any other publisher's representative is a dues paying member of the societies owning the journals in their portfolio, yet Harry is a member of AAA. Everyone knows and appreciates Harry's attendance at our conferences that, by my memory, predates his work with Sharpe on behalf of JA. He has created strong personal bonds with many of our members. But in the end, the Publications Committee felt that we need to go in a different direction with Routledge, Taylor & Francis starting in 2013.

Once the next publisher for JA was decided, we started discussions with them in what form JCIRA will be published by them, what they will provide to AAA and its members, and how the journal will be sold to libraries. Some details are still being worked out as this is being written, but we can say this: all accepted manuscripts will be published (unless withdrawn by authors) starting with volume 33 in 2012.

Eric Haley of University of Tennessee-Knoxville, the former senior associate editor of Journal of Advertising, was selected by the publications committee to serve as interim editor of the relaunched JCIRA. Several years ago, at the 50th anniversary conference of AAA, Eric and I discussed another type of advertising journal that he thought would serve a need for many of our members. Our discussion back then was speculative, though as we faced the acquisition of this new addition to our journal list, I thought the publication idea we discussed could readily fit the title (as well as the original concept) of JCIRA. Remembering that discussion, he was asked to write out a draft editorial mission for the journal that is being used as a starting point for discussions for the future directions for JCIRA. Once we get a publisher set, and after the PC agrees on the editorial mission, there will be both a call for papers for the journal and a call for applicants for the editor who would fill a full regular term.

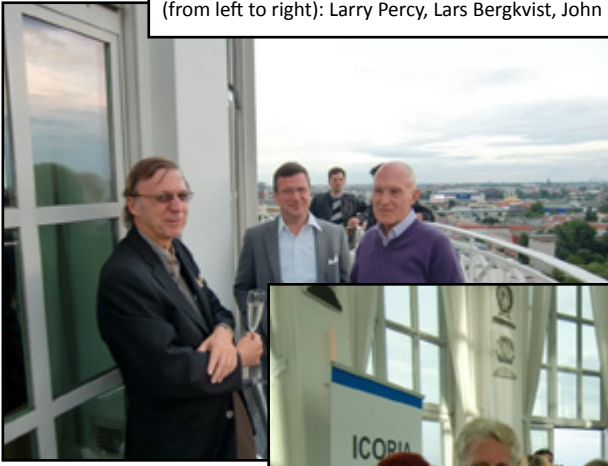
As I said at the start, it has been a busy year. I'm sure there are some other things I could prattle on about, but I'm kind of tired right now.

The year 2011 ends on a Saturday.

AAA

ICORIA 2011 Berlin

Get Together at the tower of the Frankfurter Tor In this photo (from left to right): Larry Percy, Lars Bergkvist, John Rossiter



Conference Chairs ICORIA 2011 Berlin (from left to right): Tobias Langner, Martin Eisend



Get Together at the tower of the Frankfurter Tor In this photo (from left to right): Margit Enke, Fred Bronner, Judy Zaichkowsky, Günter Silberer



Get Together at the tower of the Frankfurter Tor



EAA General Assembly – In this photo (from left to right): Sandra Diehl, Patrick De Pelsmacker, Tobias Langner, Shintaro Okazaki, Robert Heath, Edith Smit, Peter Neijens, Ralf Terlutter



In front of the Brandenburger Tor: Sheila Sasser and Günter Silberer



Conference dinner on top of the German Reichstag



Key Note Speech: Judy Zaichowsky



ICORIA 2011 organizing committee (from left to right): Tobias Langner, Jochen Kühn, Philipp Brune, Silke Knoll, Jessica Osebold, Susanne Schmidt, Sarah Hellebrandt, Daniel Bruns, Ruziye Canbazoglu, Martin Eisend, Alexander Fischer



ICORIA 2012 Stockholm

ICORIA (International Conference on Research in Advertising) is a research conference, held on an annual basis, typically the last weekend in June from Thursday to Saturday. About 100 papers are presented at each conference; topics addressed are related to all areas of advertising and communication. Past conferences have taken place in Copenhagen (Denmark), Amsterdam (The Netherlands), Oslo (Norway), Saarbruecken (Germany), Bath (UK), Lisbon (Portugal), Antwerp (Belgium), Klagenfurt (Austria), Madrid (Spain) and, most recently, Berlin (Germany). The 11th ICORIA will take place in Stockholm (Sweden) from June 28 to 30, 2012. You can find the CFP at www.icoria.org.

Participants value ICORIA for its high quality and familiar atmosphere as well as for the attractive venues selected for each conference. It is an ideal conference for relationship building. If you desire to develop contacts – in particular with European researchers in the fields of advertising and communication, ICORIA is the best place to do so.

All accepted submissions appear in the conference proceedings

on CD-ROM. Selected and extended papers are published in a book series entitled “Advances in Advertising Research” which started in 2010; Volume 3 – reflecting the research presented at this year’s Berlin conference will be published in 2012. In addition, papers are selected for review by the International Journal of Advertising.

ICORIA would be very pleased to receive a larger number of submissions from AAA members. With the growing importance of international advertising and the global marketplace, we hope to increase research collaborations and exchanges across the ocean as well.

The institution behind ICORIA is the European Advertising Academy (EAA). The European Advertising Academy’s goals are to promote, disseminate and stimulate high quality research in the field of advertising, and to provide a professional association for academics and practitioners. The current board of the EAA consists of Ralf Terlutter (President), Edith Smit (President-Elect), Peter Neijens (Past-President), Patrick Depelsmacker, Sandra Diehl, Martin Eisend, Robert Heath, Tobias

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Send to the Editor, Anca Micu, at:
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Schieffer School receives \$50,000 grant to educate students about alcohol poisoning

Fort Worth, TX: September 21, 2011 – The Strategic Communication program at the Schieffer School of Journalism at Texas Christian University has received a \$50,000 grant from The Century Council, a not-for-profit funded by distillers dedicated to fighting drunk driving and underage drinking.

“This grant, a first of its kind for a campaign course at the School, will be used to further develop, execute and research a peer-to-peer campaign to educate students about alcohol poisoning,” announced John Lumpkin, Director of the Schieffer School.

The Century Council awarded the grant in recognition of the Schieffer School team’s promising approach to educating peers on the symptoms associated with alcohol poisoning, as presented in their submission to the 2009 American Advertising Federation’s National Student Advertising Competition (NSAC) sponsored by The Century Council.

More than 140 teams participated in NSAC. They were tasked with developing a comprehensive communications campaign to decrease dangerous overconsumption of alcohol on our Nation’s college campuses. “We have high hopes that this campaign created by TCU students for TCU students will not only educate students but will save lives. We believe in empowering the students’ voice and are proud of TCU’s leadership on this important issue,” said Ralph Blackman, President and CEO, The Century Council.

The TCU students’ campaign is called VITALS – an acronym that stands for Vomiting, Incoherence, Temperature, Absence of color, Low breathing and Seizure. It is an offshoot of the PROOF campaign, their original NSAC submission.

The need to implement a health communication campaign like VITALS at TCU is supported by a benchmark survey conducted by Dr. Wendy Macias, assistant professor of strategic communication. The study revealed that almost one third of TCU undergraduate students report that they or their friends have experienced alcohol poisoning; however, their knowledge of the signs of alcohol poisoning that should prompt a call for medical help shows uncertainty and inconsistencies.

VITALS exemplifies TCU’s emphasis on collaboration. Although the campaign is taught as a class by Dr. Amiso George, several Strategic Communication faculty members, including Dr. Catherine Coleman, and some campus departments such as the Alcohol and Drug Education Center are fully participating in the effort to make the campaign a truly TCU experience.

Dr. Julie O’Neil, division head of Strategic Communication, said, “The scope of this project is more substantial than those afforded by most local internships for our students. Our students’ campaign – if successful – may be reproduced on university campuses across the nation.”

The student-driven campaign has generated creative communication ideas honed in Professor Bill Johnson’s advertising class in the summer. The campaign kicks off this September with an introduction to the VITALS concept and will conclude with an event in April 2012.

AAA

About the Schieffer School:

Named for CBS News Anchor and alumnus Bob Schieffer, the Schieffer School of Journalism at TCU offers majors in journalism and strategic communication and a minor in journalism. The journalism major uses emerging online platforms as well as traditional broadcast and print in its learning outcomes. The strategic communication major uses advertising and public relations tools and approaches to achieve strategic goals for brands and organizations. TCU’s journalism and strategic communication programs were the first for private institutions to be fully accredited by the Accrediting Council on Education in Journalism and Mass Communication. The school’s undergraduate enrollment is 635 students. Learn more at www.schiefferschool.tcu.edu

About The Century Council:

The Century Council is a national not-for-profit organization dedicated to fighting drunk driving and underage drinking and is funded by the following distillers: Bacardi U.S.A., Inc.; Beam Global Spirits & Wine, Inc.; Brown-Forman; Constellation Brands, Inc.; DIAGEO; Hood River Distillers, Inc.; Pernod Ricard USA; and Sidney Frank Importing Co., Inc. Headquartered in Arlington, Virginia and chaired by Hon. Susan Molinari, The Century Council is a leader in the fight to eliminate drunk driving and underage drinking and promotes responsible decision making regarding beverage alcohol. The Century Council develops and implements innovative programs and public awareness campaigns and promotes action through strategic partnerships. Established in 1991, The Century Council’s initiatives are highlighted on its website at www.centurycouncil.org.

JA now on Wikipedia

Harry Briggs and ME Sharpe, who publishes *Journal of Advertising* on behalf of the American Academy of Advertising, recently placed a nice description of the journal on Wikipedia. You can see it at http://en.wikipedia.org/wiki/Journal_of_Advertising.

Advertising Track at the 2012 American Marketing Association Conference

Darrel Muehling and Russ Lacznik are co-chairing the "Advertising, Promotion and Marketing Communications" track at the summer American Marketing Association (AMA) conference to be held August 17-19th in Chicago. Darrel and Russ encourage American Academy of Advertising members to consider submitting competitive papers, special session proposals, and/or poster abstracts to their track. For more details, go to: <http://www.marketingpower.com/summered>, and then click on "2012 call for papers."

New IMC book out

Schultz, D., Patti, C. and Kitchen, P.J. Editors (2011). *The Evolution of Integrated Marketing Communications: The Customer-Driven Marketplace*, Routledge: London. ISBN: 978-0-415-66892-7; <http://www.routledge.com/books/details/9780415668927/>

New copywriting book on its way

Margo Berman's third book, *The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy* is be released in February of 2012.

It will include:

- * An Instructor's Guide
- * 500-question Test Bank
- * PowerPoint presentations (one for each chapter)
- * Syllabus

Penn State professor publishes book in Germany

Huan Chen of Penn State University published *Connecting Virtual World Perception to Real World Consumption: Chinese White-Collar Professionals' Interpretation of Product Placement in SNSs*, Germany: VDM Verlag Dr. Müller.

Emerson professor presents at industry summit

Don Hurwitz, Emerson College, presented "The Marketing Communication Curriculum 2.0" at the Interactive/Direct Marketing Research Summit of the Direct Marketing Association in Boston in October 2011.

TSU marketing professor wins college research award

Jeremy Sierra (Texas State University) is the 2010 - 2011 Recipient of the Gary V. Woods McCoy College of Business Administration Research Award.

P&T

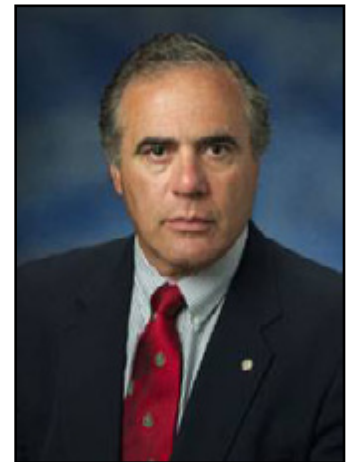
Timothy Hendrick was granted promotion and tenure and is now an associate professor at San Jose State University.

High citation rate for article on students' concerns toward business ethics

Richard F. (Dick) Beltramini (Wayne State University) was identified by the editor of the *Journal of Business Ethics* that his article (R.F. Beltramini, R.A. Peterson, and G. Kozmetsky (1984), "Concerns of Today's College Students toward Business Ethics," *Journal of Business Ethics*, 3, 195-200) has been acknowledged as one of the top 33 articles (out of 4,747 JBE articles published over the past 30 years) with a citation rate of at least five standard deviations above the mean, and will re-publish it as a "citation classics" awardee early next year.

In memoriam Bobby Friedmann

Roberto "Bobby" Friedmann died September 24 after a long battle with pancreatic cancer. He was born in Uruguay and received his Ph.D. from the University of Kansas, and had served since 1984 on the faculty of the Terry College of Business at the University of Georgia. Among his many honors and accomplishments, he was awarded the prize for Best Article in the *Journal of Advertising* from AAA in 1988.



Have Items for the Newsletter?

Send them to the Editor, Anca Micu, at: newsletter@aaasite.org

Advertising Educational Foundation (AEF)

Visiting Professor Program

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts that exposes professors to the day-to-day operations of an advertising agency, a marketing or media company. Professors return to the classroom and teach their subject with more authority.

In 2011, 12 professors were hosted by ad agencies in New York City, Chicago and Los Angeles. In addition, six senior-level Career Services administrators participated in the orientations.

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.

2012 VPP: June 18-29

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 to apply online. All application materials (CV, letter of recommendation and statement) must be postmarked by January 31, 2012.

Notification: April 2012

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

The Alfred J. Seaman Award for Best Undergraduate Essay on Advertising and Society

In 2011, the AEF created an award to recognize students who demonstrate their understanding of advertising and its role in society, culture, history, and the economy through a written paper. After a successful inaugural year, we are again offering this award in 2012. The 2012 award will be presented at the AEF's annual Honors Night dinner on May 15, 2012.

Submission Guidelines:

- Papers should address advertising and its role in society, culture, history, and/or the economy
- Papers must be written within the last 12 months
- Papers should be no more than 15-20 pages; a student may opt to submit a section to you from a longer paper
- This award is open only to undergraduate students

Program Details:

- An AEF committee of advertising professionals and professors will review and select the winning paper
- The winner will receive a \$1,000 cash prize
- The AEF will pay for travel and overnight accommodations in New York for the student and his/her professor to attend the AEF's Honors Night Dinner
- The winning paper will be considered for publication in AEF's online journal Advertising & Society Review

AEF must receive all entries no later than April 2, 2012. Please forward your students' submissions, as well as any questions, to mf@aef.com.

The AEF welcomes your comments and questions. Please contact Paula Alex, CEO, at pa@aef.com or Marcia Soling, Content Manager, at ms@aef.com (212) 986-8060 www.aef.com

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Spring 2012!

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

There is no need to commit to dates or a topic now –just fill out as much of the form as you can and the AEF staff will follow up with you. You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

ADText

The AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. ADText consists of 23 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.

ADText is available via open access at www.adtextonline.org.

- 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
- Mad Men: Gender, Race, Ethnicity, Sexuality, and Class
- Suggestions for Further Reading

Spanish and Chinese (Mandarin) interpretations are now available!

Advertising & Society Review (A&SR)

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 by Linda Scott, Oxford University, Said Business School, 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.

Race, Ethnicity, and Advertising in America 1890-Today

The AEF is developing for its website—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, due early fall.

The project includes African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The full exhibition will include approximately 5,000 images, plus 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.

AEF 2011 Annual Symposium

Brandalism: Balancing the Give and Take

For the first time, AEF's symposium will delve into the creative side of advertising, with a focus on creativity and ethics in advertising. The event will be held October 27th from 8:30 a.m. to 1:00 p.m. at Fordham University's Lincoln Center Campus in New York City. More information can be found at aef.com.

The AEF welcomes your comments and questions. Please contact Paula Alex, CEO, at pa@aef.com or Marcia Soling, Content Manager, at ms@aef.com (212) 986-8060 www.aef.com



CMC 2012

**The 17th International Conference on
Corporate and Marketing
Communications**

Hosted by:

ESC Rennes School of Business, France

April 19-20, 2012

CALL FOR PAPERS

**Past, Present, Future -
Shaping Corporate and Marketing Communications**

The Agenda

Recent years have witnessed the devastating effects of a global economic tsunami. In the world of business, tectonic plates are adjusting and aftershocks still evident. In the new emergent era, businesses and non-profits face new communication challenges in both a corporate and marketing sense. Societies now look askance at global businesses, consumers are skeptical of promises made, and citizens increasingly distrust institutions, governments and the political process. Rhetoric without substance is despised everywhere. In response to this turbulent environment, practitioners and academics need to devise new strategies, models, processes, systems and practices to move communication forward.

The focal point of the 2012 conference lies in analyzing these past, present, and future trends in corporate and marketing communications. Have some communications practices proved inadequate? Which critical changes are needed? What is the role of corporate and marketing communications in reinvigorating businesses, societies and economies? How can communications help rebuild trust in brands, institutions and corporations?

The 17th International Conference on Corporate and Marketing Communications is the juncture for academic researchers and educators as well as practitioners seeking to promote and produce knowledge in the field of marketing and corporate communications as well as stimulate dialogue and set trends.

ESC Rennes is the proud host of CMC 2012 - a vibrant School located in the capital of Brittany, a town noted for its cutting edge communications technologies and just two hours from Paris, and surrounded by many beautiful tourist venues.

DEADLINES

Submission: December 15th, 2011

Early registration: February 22, 2012

CONFERENCE TRACKS

Corporate Communications

- Corporate Communications
- Corporate identity, image, reputation
- Integrated communications
- Corporate branding
- Communication to stakeholders
- Public relations perspectives
- Public affairs
- Managing organizational identification
- Internal communications
- Organizational, Business and Management Communications
- Internal branding
- Non-profit and voluntary sector organizations and branding
- State, region, city, person as 'brands'

Interactive Marketing and Corporate Communications

- Communication, Interaction, Integration
- Marketing Relationships
- Relationship and retention marketing
- Internet as a Promotion tool, Media or Alternative Marketspaces
- Web Advertising Effectiveness
- The Antecedents of Web Performance
- Building Customer Relationships Online
- Permission Marketing – through a critical lens
- Measurement of web visits – methodological concerns
- Online Marketing Communication Research
- Viral marketing
- Mobile marketing

Marketing Communications

- Integrated marketing communications and its dimensions
- Promotional mix issues
- Advertising, Direct Marketing, Sales Promotion
- Marketing public relations
- Efficacy and Effectiveness of Marketing Communications
- Branding and brand management
- Business-to-consumer & business-to-business communications
- Measuring attitudinal/behavioural response
- Marketing com. of non-profit and voluntary sector organizations
- Political marketing communications
- On- and Off-line communication issues

Related Areas

- Ethical considerations of marketing communications
- Critical views on corporate and marketing communications
- Communicating and reporting about CSR
- Communications research methods
- Rhetoric, Semiotics in communication
- Assessing/evaluating communication effects
- Climate communications
- Pharmaceutical marketing communications
- Health communications and health promotions
- Societal and social marketing activities to promote responsible behaviour of companies and consumers
- Knowledge Management and Communication

CONFERENCE FEES AND REGISTRATION

PRICES (in Euro)	Early registration till 22 February 22 , 2012	Late registration after 22 February 22 , 2012
Presenter	470	590
Non-presenter	570	690
Ph.D. student	270	390

The conference registration fee covers admissions to all sessions, conference proceedings, two luncheons, coffee breaks, conference dinner, and an individual annual subscription to the Journal of Marketing Communications. Accommodation rates are not included in the conference fee.

CONTRIBUTIONS

This conference will consider both theoretical and empirical papers and extended abstracts for review, and ideas for session proposals will be welcomed. Prizes will be awarded for the best competitive and best working papers as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial changes.

Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed for the Journal of Marketing Communications (JMC).

FURTHER INFORMATION

For further information, please visit

Co-Conference Chairs:

Professors Philip J. Kitchen and Adrian Palmer

ESC Rennes School of Business

Department of Marketing

E-mail: pkitchen@brocku.ca and adrian.palmer@esc-rennes.fr

Phone: 001 905 401 5490 (may be amended)

Website: <http://rennes-businessschool.com/cmc2012/>

CALL FOR PAPERS
THE OPEN BUSINESS JOURNAL
THOUGHT EXPERIMENTS IN MARKETING
SUBMISSION DEADLINE: JUNE 30, 2012

Typical criteria for assessing marketing scholarship include face validity, near-term predictive accuracy, and compatibility with the extant nomological network. As a result, researchers, practitioners, and public policy makers often are blindsided by initially obscured trends and radical change. Anticipatory scholarly treatments such as thought experiments could address this problem. These experiments, which achieve their aim without the benefit of execution, have proven invaluable to physicists; popular examples include Schrödinger's cat and Maxwell's demon. Applied to marketing, thought experiments could facilitate theory development (by using hypothetical environments to explore theoretical limits) and provide crucial preparatory guidance for marketing practice.

Thought experiments in marketing would be a type of futurology, which is “the study of postulating possible, probable, and preferable futures and the worldviews and myths that underlie them” (Wikipedia). By suggesting likely constants as well as continuous and discontinuous change, such studies can help assess the likelihood of future events and trends.

In this vein, an upcoming special issue of *The Open Business Journal* will be dedicated to thought experiments. The many diverse topics suitable for the special issue include, but are not limited to, the following possibilities:

- Political, business, and consumer responses to transformational technologies (e.g., cloning, genetic engineering, robotics, nanotechnology)
- Implications of increasingly invasive marketing technologies, such as neuromarketing, data-mining systems, and assisted decision-making systems
- Climate change and subsequent disruption of distribution channels
- Virtual reality and consumer behavior
- Effects of improved consumer health, increased longevity, and growing income inequality on marketing practice
- Shifts toward experiential rather than material consumption

The review process will be double blind, with three referees evaluating each manuscript. Prospective authors can find manuscript guidelines at <http://www.benthamsience.com/open/tobj/MSandI.htm>. Please submit an electronic version of your manuscript (in Word, WordPerfect, or pdf format) as an e-mail attachment or questions about manuscript suitability to the lead guest editor.

Note: The editors plan to market a book of collected works that will include chapters derived from articles published in the special issue.

GUEST EDITORS

Michael R. Hyman, Stan Fulton Professor of Marketing (mhyman@nmsu.edu)
Collin R. Payne, Assistant Professor of Marketing (crp@nmsu.edu)
Mihai Niculescu, Assistant Professor of Marketing (niculem@nmsu.edu)

Mailing Address: Department of Marketing, College of Business, New Mexico State University, Las Cruces, NM 88011-7556 USA

JOB ANNOUNCEMENT CHAIRPERSON, MARKETING COMMUNICATION Columbia College Chicago

Columbia College Chicago is an urban institution of over 12,000 undergraduate and graduate students emphasizing arts, media, and communications in a liberal arts setting.

The Department of Marketing Communication invites applications for the position of Chairperson.

The Marketing Communication Department comprises concentrations in Advertising, Marketing, and Public Relations and emphasizes the close collaboration between these disciplines. Majors are cross-trained in the basics of these fields and then must choose one of them for in-depth study. The Department also offers minors in Public Relations, Marketing Communication, and Creative Advertising. The Department serves more than 1,100 students per semester, including nearly 550 majors, nearly 175 minors, and more than 375 students from other majors in the college who take marketing, advertising, or public relations courses as part of their college-wide electives. The Department consists of 13 tenured and tenure-track professors and approximately 60 part-time faculty members, many of whom are working professionals in the fields of marketing, advertising, and public relations, as well as four full-time staff members.

Duties & Responsibilities

As a creative, collaborative, and visionary leader, the chairperson of the Department is expected to:

- Provide the faculty with focused guidance in the areas of curriculum development, teaching excellence, and professional and artistic development as well as support faculty endeavors in academic research and artistic and professional practices.
- Demonstrate a clear commitment to a student-centered approach and to assessment of academic programs and curricula.
- Readily engage the professional community for support of the Department and College as well as serve as a key representative of Departmental faculty, staff, and students within and to the College community.
- Demonstrate the capability and experience required to lead the department in the adoption and integration of emerging technologies and related communications channels.
- Provide pragmatic administrative and managerial skills in areas of budgeting, team building, and prioritization of resources as well as in the oversight of staff, facilities, technology, inventories, and equipment.
- Actively support the College's, School of Media Arts', and Department's missions and demonstrate a strong commitment to Faculty Governance.
- Fundraise as applicable and in cooperation with the Dean and the Office of Institutional Advancement.
- Teach at least one course per semester and, as needed, provide academic advising to students.

The Chairperson reports directly to the Dean of the School of Media Arts and works closely with coordinators, faculty, and staff within the Department as well as the Chair's Council and professional constituencies.

In addition to a record of successful academic administration, the candidate must demonstrate professional experience as a practitioner or researcher in any discipline within marketing communications, but is knowledgeable and up-to-date with the trends in the entire field. The candidate must also possess teaching experience at the college or university level, should have a terminal degree, and must display appropriate credentials for tenure. An advanced degree combined with significant professional experience including both practice and administration may be considered in place of a terminal degree.

All applicants must apply online at: <https://employment.colum.edu> (job ID 100240).

IMPORTANT: At the start of the online application please upload ONE document that combines your cover letter and resume; do not upload each document separately. The title of your document should be less than 60 characters and saved as a word.doc, word.docx, or PDF only. You will receive an email confirmation once you have successfully submitted your application. If you experience technical difficulties please email careers@colum.edu.

Columbia College Chicago encourages qualified female, LGBTQ, disabled, and minority individuals to apply for all positions.

For more information, please visit us at: www.COLUM.edu

JOB ANNOUNCEMENT ASSISTANT PROFESSOR, SCHOOL OF COMMUNICATION Florida State University, Tallahassee, FL

Job Title: Assistant Professor

Job ID: 33454

Location: Florida State University, Tallahassee, FL

Department: School of Communication

Position: Full-time

Salary: Negotiable

Qualifications - A Ph. D. in a communication-related area is required; additional professional and/or funded contract and grant experience is preferred. successful candidates will help expand our research efforts in strategic communication, health communication, emerging media marketing, and multicultural marketing communication. in addition to undergraduate instruction, faculty members teach in the integrated Marketing Communication master's program and doctoral program in Communication.

1. Emphasis in Advertising

Teach in the advertising area at the undergraduate level, including classes in creative strategy, digital advertising, and copywriting. Graduate classes could include strategic planning, international advertising, account planning, digital marketing communication, branding, and integrated marketing communication.

2. Emphasis on Public Relations

Teach in the public relations area at the undergraduate level, including undergraduate classes in public relations principles, writing, and techniques/methods. Graduate classes could crisis management, public relations cases and campaigns, and public relations management.

3. Emphasis in Hispanic and/or Multicultural Marketing Communication

Teach in the advertising and integrated marketing areas, including undergraduate and graduate classes in advertising, integrated marketing communication, multicultural marketing communication, branding, and Hispanic marketing communication.

Other information

The School of Communication in the College of Communication and Information at the Florida State University is accepting applications for one more tenure track assistant professor positions. Applicants must demonstrate a strong potential for scholarly and funded research, while maintaining effective teaching.

How To Apply

If qualified and interested in a specific vacancy as advertised, apply to Florida State University at [https:// jobs.fsu.edu](https://jobs.fsu.edu)

Applicants are required to complete the online application with all applicable information. Applications must include work history and all education details (if applicable) even if attaching a resume. Candidates should also send a letter of application that includes details of research and teaching interests, curriculum vitae, teaching evaluations, and contact information for at least three references.

These materials should be sent to:

Dr. Felipe Korzenny, Search Committee Chair

School of Communication

UCC 3100, Florida State University

Tallahassee, FL 32306-2664

A review of applicants will begin November 1, 2011 and will remain open until the positions are filled. The starting date will be August 2012.

Equal Employment Opportunity

An Equal Opportunity/Access/Affirmative Action Employer



THE UNIVERSITY OF GEORGIA

**Faculty Position and
Director of the Center for Health and Risk Communication**

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

The Grady College of Journalism and Mass Communication invites applications for the position of Director of the Center for Health and Risk Communication, a tenure-track position in the Department of Advertising and Public Relations, to begin August 2012. The Center for Health and Risk Communication is newly housed in the Grady College. It is multi-disciplinary, bringing together researchers from the College and units across the University, including: business, communication studies, education, pharmacy, public health, psychology, medicine, and sociology.

Academic Rank/Salary

Full or Associate Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.

Responsibilities

We are seeking candidates that are nationally recognized authorities in health or risk communication, have an established track record of research excellence, and have the ability to lead and mentor researchers and attract competitive external grant funding. This person will direct the operations of the Center for Health and Risk Communication. This will include serving as a liaison between the Center and affiliate units on campus, and fostering ties with public and private funders.

The home department for this position is Advertising and Public Relations. In addition to teaching graduate courses in health or risk communication, the person assuming this position will also have undergraduate teaching responsibilities in either advertising or public relations. The ideal candidate will have a thorough grounding in theory, research and industry practices; and the ability to teach courses in health or risk communication and either advertising or public relations, (e.g., health and risk media, crisis management, advertising media planning, advertising or public relations management, campaign planning, social marketing).

Qualifications

Ph.D. in communication or related field required. Evidence or promise of sustained research and grant productivity is required. Ability to mentor and direct graduate students also required. Prior management experience is highly desirable.

Application Timeline

Screening of applications will begin January 9, 2012 and continue until the position is filled.

To Apply

Submit a cover letter, three references and curriculum vitae to (electronic submission preferred):

Jeffrey K. Springston, Professor, Health and Risk Center Search Committee Chair
Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
University of Georgia
Athens, GA 30602-3018
Email: jspring@uga.edu (706) 542-7833

Learn more about the Department of Advertising and Public Relations and the Grady College at www.grady.uga.edu. The University of Georgia (www.uga.edu) is a land grant/sea institution located 70 miles from Atlanta and is in close proximity to major media outlets and the Centers for Disease Control and Prevention. Athens is consistently named one of the best college towns and is known for its music scene (www.visitathensuga.com). Georgia is well known for its quality of life offering an array of both outdoor and urban activities (www.georgia.gov).

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

The logo features the letters "TCU" in a large, bold, purple, stylized font at the top. Below it, the words "Schieffer School" are written in a black, serif font, and "of Journalism" is written in a black, cursive font below that.

TCU Schieffer School of Journalism

Tenure-track Faculty Position at the Assistant Professor Level in Strategic Communication

The Strategic Communication Division in the Schieffer School of Journalism at Texas Christian University (TCU) in Fort Worth, Texas, invites applications for a full-time, tenure-track faculty position at the Assistant Professor level in the area of international strategic communication to begin in the 2012-2013 academic year. We are particularly interested in candidates with international experience, international research expertise, and/or time spent living in a country other than the United States. Candidates with a passion for emerging media are also preferred.

Candidates must have a Ph.D. or be in the process of completing a Ph.D. in Communication, Public Relations, Advertising, or a related area. Candidates must demonstrate research potential and the ability to teach undergraduate and graduate courses in international communication and other strategic communication (advertising, public relations, or new media) courses. At least two years of industry experience are required. The normal full-time load is three 3-credit courses per semester, along with commitments to department service and scholarship endeavor. The opportunity exists for the candidate to develop international partnerships.

Named for CBS Senior Correspondent Bob Schieffer, the TCU [Schieffer School](#) recently completed a \$5.6 million expansion and renovation that emphasizes converged media for both strategic communication and journalism. The Schieffer School is one of about 18 programs at private universities in the nation accredited by the Accrediting Council on Education in Journalism and Mass Communication. The Strategic Communication Division recently revamped its curriculum to include concentrations in advertising and public relations and will launch a student communication agency in January 2012.

[TCU](#) delivers a world-class university experience, consistently ranking in the top 5 percent of the 3,500 universities and colleges in the nation. In recent years, TCU has invested \$200 million in top-of-the-line facilities. It annually exceeds enrollment goals, and the endowment is among the top 60 among colleges and universities in the United States. With a 14:1 student/faculty ration and a teacher-scholar model that results in close, mentoring relationships, the university also offers many of the advantages of smaller liberal arts colleges.

[Fort Worth](#) (pop. 700,000) is a city of rich cultural endowments, including world-class museums and performing arts facilities, which also has easy access to a major international airport. It is part of the greater Dallas-Fort Worth Metroplex of 6.4 million people.

To Apply: Applications should include a cover letter, curriculum vitae, and three letters of recommendation. Applications must be submitted electronically to https://tcu.igreentree.com/CSS_faculty.

Review of applications will begin immediately and will continue until the position is filled.

TCU is an AA/EEO employer.

THE UNIVERSITY OF ALABAMA

Announcement of Faculty Opening

The Department of Advertising and Public Relations in the College of Communication and Information Sciences is seeking an outstanding individual to fill an advertising tenure-track assistant professor position in our nationally recognized program. The position begins August 16, 2012.

Tenure-Track Assistant Professor

The ability to teach media planning is necessary. Also, the ability to teach advertising management and basic research methods in a global and diverse environment is a plus, as is expertise in the strategic use of social media in the advertising and public relations professions. Candidates must be willing to teach undergraduate and graduate level courses in advertising/public relations and mass communication. (Note: The department's one-year professional and two-year traditional thesis-oriented M.A. programs combine advertising and public relations.) Opportunities exist for teaching in the college's interdisciplinary mass communication curriculum as well as in the college's doctoral program.

An earned doctorate is required by date of appointment. Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired.

Salary

Salary is open and based on qualifications.

College and Department

The department is one of five academic units in the College of Communication & Information Sciences, which has more than 2,200 undergraduate and 447 graduate students, and 75 full-time faculty members. The department has more than 1,000 undergraduate and 25 M.A. students. The Ph.D. program has 53 students. Facilities, including The Plank Center for Leadership in Public Relations, are among the best in the country. University, college and departments are fully accredited.

The University

Located in the historic city of Tuscaloosa, the University is more than 175 years old and one of two comprehensive universities in Alabama. The University of Alabama is known for its attractive residential setting. Enrollment: 30,232 for fall 2010 (about 25,000 undergraduate and 5,232 graduate).

Application

To apply upload application, resume and cover letter at <https://facultyjobs.ua.edu>.

Also required are three letters of recommendation, which should be mailed to Dr. William Gonzenbach, Search Committee Chair, University of Alabama, Box 870172, Tuscaloosa, AL 35487-0172.

Applications accepted until position is filled, but review process begins November 1, 2011. Applications from women and minorities are especially encouraged. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

Questions regarding the search should be directed to Dr. William Gonzenbach (gonzenbach@apr.ua.edu).



THE DEPARTMENT OF



ADVERTISING &
PUBLIC RELATIONS

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

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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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 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