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President's Column

by Kim Sheehan

In a few short weeks, we'll be gathering in Albuquerque for the first of two exciting conferences this year. I am very excited to be serving as your President for 2013 and to build on the great work done by last year's President, Dr. Debbie Triese. Let me start with a huge thank you to Debbie for her service as President and for setting the stage for a terrific upcoming year.

We should be proud of what we accomplished last year. We now sponsor three journals that continue to publish groundbreaking work: the Journal of Advertising, Journal of Current Issues and Research in Advertising, and Journal of Internet Advertising. Our conferences continue to give both young and seasoned scholars the opportunity to meet, share ideas, and plan future collaborations. This year, in Albuquerque, we will introduce a new scholar-to-scholar session where our colleagues will present their work via laptops in an interactive setting. This even should facilitate even greater collaboration, and I look forward to this even becoming of highlight of our conferences.

I am also proud that we'll continue our tradition of our innovative 'emerging scholar' pre-conferences with our third edition organized this year by Dr. Padmini Parthwadan and Dr. Margie Morrison. One of the best parts of this experience is the 'mentoring' connections made between younger and more established scholars. I know that I closely follow the career trajectory of my 'partner' from the pre-conference in Mesa! Our second pre-conference is another innovative idea: what we affectionately call "International Advertising Speed Dating." Our colleagues with expertise in a specific country have



been invited to quickly share some of the key aspects of advertising in that country. In addition, participants will learn tips for teaching international advertising from some of our most seasoned professors. I'm grateful to Dr. Kelly Chu and Dr. Joonghwa Lee for facilitating this pre-conference session.

Saturday at the Albuquerque conference brings us two events to experience difference aspects of New Mexico. At lunch, we'll be joined by Dr. Charles McMillan, Director of The Los Alamos National Lab, northeast of Albuquerque. Los Alamos was originally built as a site for the development of the Manhattan Project.

Continued on page 10...

Computer Science Meets Advertising: Navigating the intersection of advertising and technology through interdisciplinary efforts

By Rhiannon Clifton, Program Director, The Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign

This semester, the Charles H. Sandage Department of Advertising is piloting a new course in partnership with the Department of Computer Science at the University of Illinois at Urbana-Champaign wherein advertising and computer science students will work in teams on client projects. With the maturation of the internet as an advertising and media channel, advertising, journalism, and communications students need to know more about technology and how that impacts their message creation, design, and dissemination or delivery. Likewise, computer scientists could benefit from knowledge of what the end user is looking for when designing web content, applications and other web-based media.

This project-based course allows teams of advertising and computer science students to use technology platforms to create engaging campaign for industry clients. Each student brings their expertise to the problem at hand. Advertising students are learning capabilities and limitations of different technology platforms and computer science students are learning how the end user will be impacted by technology decisions, and how they can help achieve advertising objectives with their code design.

Students in this course participate in a hands-on experience to solve a technology-driven advertising problem. Students engage in engineering, advertising and project management activities with individual as well as team responsibilities.

Projects involve design specification, analyses of cost and other tradeoffs among alternative designs, design review, proof of concept, and ability of the design to solve the advertising problem. Campaign strategy and sample executions will also be included. Reports are prepared and presentations are made throughout the term.

In February, the students went to Chicago to visit Accenture, one of the clients; and Razorfish, to learn how they create engaging technology-driven campaigns. While at Razorfish, the students brainstormed to come up with advertising solutions for a mock campaign,



and presented to Razorfish personnel. They will present to clients and other guests of the departments at the end of the term.

This course is part of a larger partnership between the two departments. This spring, they are interviewing candidates for a joint hire in Computational Advertising, and are exploring joint curriculum opportunities. **AAA**



Hot topics: An e-Newsletter

Dear AAA members:

It is our absolute delight to introduce our new joint venture between the AAA and the IAA (International Advertising Association). After some two years of preparation between Carrie La Ferle (Professor TAI/AAA member) and Diane Slade (IAA's VP-Education), the AAA and IAA will launch an e-Newsletter called Hot Topics. This e-newsletter will digitally provide cutting edge research findings (for those AAA members who want to participate) of AAA members' previously published research to all IAA and AAA members around the world.

The IAA "is the world's only globally-focused integrated advertising trade association with membership representing advertisers, agencies and the media as well as Educational affiliates." It was founded in the 1930s and has members from approximately 76 countries including companies such as McCann Worldgroup, Microsoft Corporation, the Procter & Gamble Company and Shell International.



Carrie LaFerle

The IAA's mission includes (www.iaaglobal.org):

- Promoting the critical role and benefits of advertising as a vital force behind all healthy economies and the foundation of diverse, independent media.
- Providing a forum to debate emerging professional marketing communications users and their consequences in the fast changing world environment.
- Promoting brand building, protecting and advancing the freedom of commercial speech and consumer choice.
- Encouraging greater practice and acceptance of advertising self-regulation.
- Taking the lead in state-of-the-art professional development through education and training for the marketing communications industry.



Diane Slade

We hope AAA members who feel their 'published' work would be interesting to industry professionals will consider this opportunity. AAA members benefit by having another avenue to showcase their work and especially among industry professionals, while the IAA members benefit from receiving cutting edge and useful information they may consider in developing future advertising strategies and campaigns. The venture should also help with future industry contacts for the AAA and individual members with respect to guest speakers and future research projects.

Guide for Authors

To have your work considered research briefs should be submitted electronically to the AAA editor of Hot Topics, Dr. Yongjun Sung of the Temerlin Advertising Institute, Southern Methodist University, at ysung@smu.edu. A template has been attached for you to use to submit materials, but basically you must provide the following information.

1. A catchy title for the research which may differ from your original published title
2. A full citation of where/when the article is published (only articles already published in a peer reviewed journal will be accepted for consideration)
3. One email address of the corresponding author for questions or interest in a future relationship by the reader(s)
4. An abstract of the research – but written in a very easy to read/understand for anyone in advertising who may or may not be an academic.
5. A brief section of bullet points on solid and useful implications for industry professionals. This is the part most of the industry IAA readers are going to be interested in and what they might contact you about.

Have Items for the Newsletter?

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

SMU SENIOR NAMED AMONG NATION'S "MOST PROMISING MINORITY STUDENTS" IN ADVERTISING **Second senior named to Honor Roll**

February 25, 2013 - DALLAS (SMU) – Southern Methodist University student Andrea Barreto has been named by the American Advertising Federation (AAF) as a winner in the AAF's "Most Promising Minority Students" national competition for 2013. Barreto, a Hispanic student from McKinney, Texas, is a senior advertising major in the Temerlin Advertising Institute at SMU's Meadows School of the Arts. In addition, Temerlin senior Kevin Do, an Asian-American student from Richardson, Texas, was named to the AAF's Honor Roll.



The 51 top winners of the Most Promising Minority Students competition, who represent some 31 colleges nationwide, recently attended a three-day program in New York City. The event included an awards luncheon and the opportunity to meet with recruiters and executives from leading advertisers, agencies and media companies.

Now in its 17th year, the AAF's Most Promising Minority Students program connects the advertising industry with the nation's top minority college seniors in advertising, marketing, media and communications. The program, an initiative of the AAF's Mosaic Center, provides opportunities to recruit fresh talent, to further prepare advertising's best young prospects and to help the industry's workforce better reflect the multiculturalism of today's society. The program not only honors the students, but enhances their knowledge and understanding of the advertising industry by offering networking, interviewing and industry immersion opportunities with advertising professionals.

"The Most Promising program nurtures students of color who are talented and capable of making exceptional contributions to the advertising industry," said Candace Elliott, manager of the Mosaic Center and special events for AAF. "We are committed to awarding deserving students who have shown academic excellence, leadership and a desire to pursue a career in advertising with opportunities to learn from and network with some of the industry's leading professionals and companies."

"Andrea and Kevin have truly distinguished themselves by earning these honors and reflect the significant focus

of their SMU faculty mentors in preparing students to lead the advertising industry in the coming decades," said Dr. Steven Edwards, chair of the Temerlin Advertising Institute at the Meadows School. "They are both outstanding students, and we are very proud of them." Meadows advertising students have been honored as winners in 13 of the 17 years of the AAF competition's existence.

The competition provides a significant career advantage to winners. Alumni of the Most Promising Minority Students Program from 2006-2010 were surveyed by Alice Kendrick, professor of advertising at SMU, and Jami Fullerton, professor at Oklahoma State University. The survey found that 80 percent of the winners were successfully employed in advertising and

marketing communications and were satisfied with their jobs.

"The AAF Most Promising Minority Student event was a very valuable experience because it allowed me to not only gain insight and see first-hand the direction the advertising industry is moving towards, but also realize what part I want to take in that movement," said Barreto. "Getting to talk to some of the most influential members of the industry and also getting to know the other student participants in the program will be very important to me in the future. Overall, the event was a powerful source of inspiration and I feel truly fortunate to have been chosen."

The AAF competition is open to all graduating seniors of African, Asian, Latino, Native American or Pacific Island descent. Students must have a minimum 3.2 GPA and be nominated through an AAF-affiliated college chapter, local advertising federation, invited college/university or senior level ad professional representing an AAF corporate member company. The program is sponsored by the AAF in partnership with Advertising Age magazine and Pepsi and is supported by many advertising and media company sponsors.

Established in 2001 in the Meadows School of the Arts at SMU, the Temerlin Advertising Institute for Education and Research is the country's first endowed institute for the study of advertising.

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ICORIA 2013

The 12th International Conference on Research in Advertising 2013 will be held in Zagreb, Croatia, one of the most ambitious cities in Eastern Europe. The conference theme To Boldly Go... Extending the Boundaries of Advertising embodies the current trends in both traditional and non-traditional advertising research and practice, as well as the expansion of the conference itself to new territories. Around 100 papers on various topics related to advertising and brand communication will be presented during the two days of the conference: June 28th and 29th, 2013. The conference will take place on the campus of the Zagreb School of Economics and Management, consistently voted the best business school in Croatia by Eduniversal.

Please visit the EAA-website to learn more. Read more ›

<http://www.europeanadvertisingacademy.org/conference2013>

New department name and new faculty member @ Michigan State University

Effective July 1, the Department of Advertising, Public Relations, & Retailing at Michigan State University will become the Department of Advertising + Public Relations. And this newly named Department welcomes its newest member of the faculty: Dr. Anastasia Kononova.

American package design award

Katherine Mueller, assistant professor of advertising at Temple University's School of Media and Communication, recently won an American Package Design Award 2013 for food packaging labels for Mediterranean Artisans imported olives from Graphic Design USA.

Seed money



Kara Chan received a seed money from the Department of Communication Studies, Hong Kong Baptist University to conduct a research project on "Public perception of acupuncture as an alternative medical treatment" with her colleagues Dr. Judy Siu and Dr. Timothy Fung.

Honorary appointment

Kineta Hung, Associate Professor, Hong Kong Baptist University, received an honorary appointment as Adjunct Professor at the Communication University of China in Beijing, China. She would deliver talks at the Communication University over the next three years.

New book

Brian Sheehan has recently written the follow up to Kevin Roberts' seminal book, "Lovemarks". It is called "Loveworks". It has 20 detailed and dramatic case studies showing how many of the world's most successful clients, including Procter & Gamble, General Mills, Toyota, Nike, Guinness, Visa, T-Mobile, Miller/Coors, and others, have taken the Lovemarks theory and put it into action to win big in their categories. Kevin Roberts wrote the Foreword to my book, which will be launched in Cannes in June. The book answers critics who say: "The theory is nice, but how do I become a Lovemark?"

Here is a link to the book's website. It is already available for preorder on Amazon. Over 10,000 copies have already been preordered. <http://www.lovesworksthebook.com>

CONGRATULATIONS!

AAA past president Charles R. ("Ray") Taylor is the co-author of the 2013 best paper award for Journal of Consumer Affairs to be presented at the American Council of Consumer Interests conference in Portland, April 11-13.



Sophie Hieke and Taylor, "A Critical Review of the Literature on Nutritional Labeling" 46 (1), Spring 2012, Pages: 120-156.

Fullbright Scholar

Olga Shabalina, deputy head and associate professor of Marketing Communications Dpt, South-Ural State University, Chelyabinsk, Russia Won Fulbright Grant 2012-2013, program "Scholar in Residence." During the grant period (August 2012 – December 2012) she taught 2 classes: "International Marketing" and "Cases in Advertising and PR (Non-Western Perspective)" in Mount St. Mary's University, MD. For these two classes she developed a case for US students "Hershey's experience in Russia: Timely Withdrawal or Missed Opportunities". Case decisions were discussed with top executives of Hershey's company and Russian students specializing in advertising. Olga Shabalina also conducted a guest lecture "Rhetoric of Marketing Communications in Russia" for Mount St. Mary's and Alma Mont Penn State University Communities. She also conducted a cross-cultural study investigating how culture or change of cultural background impacts perception patterns of US students. **AAA**

Have Items for the Newsletter?

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

Advertising Age article follows white paper competition

Keith A. Quesenberry, Johns Hopkins University with Michael K. Coolsen, Shippensburg University have a white paper being published in the trade journal Advertising Age "Five Steps for Greater Social Media Integration: Best Practices for Greater Integrated Communications Management." They were grant award recipients with the AAA, Temerlin Advertising Institute, Ad Age White Paper competition last year.

From Don Schultz:



Preparing something special for Albuquerque?

- For Albuquerque, Don will be chairing a Special Topics Session on Media Planning and Implementation

For Hawaii, Don has two papers that he will be presenting:

- DEVELOPING AN INTERACTIVE MARCOM MODEL FOR EMERGING MARKETS
- KILLING BRANDS....SOFTLY

Don will also be chairing a Special topics session:

- Digital Dinosaurs: A Special Session Proposal to Develop a Collective Agenda on Digital Education

- Published an article?

"Forward Looking Financials", Market Management Magazine, winter 2012

"Can Big Data Do it All?" the Master Plan column, Marketing News Magazine, November 2012

"IMC best Practice" for ADMAP Magazine November, 2012, co-authored with Emma MacDonald and Paul Baines of the Cranfield School of Management

"What Will Advertising Be Like in 2020" the Wharton Future of Advertising Program, 2012

"Marketing Communication, IMC and Interactivity, Relating Them Strategically," presented at the Marketing Boot Camp, Sigma Alimentos in Monterrey, Mexico December 2012

"A New Digital Silk Road" which he presented at the Beijing Forum 2012, November 2012

"The Conceptual Bridge between Corporate and Marketing Communications", published in Managing Corporate Communication, a Cross Cultural Approach, co-authored with Philip Kitchen, Business School at Edinburgh Napier University and Ioanna Papasolomou, November 2012.

- A book?

Don Co-Authored the book "Understanding China's Digital Generation" with Heidi Schultz and Martin P. Block, published by Prosper Publishing, Worthington Ohio, 2013

- Got an award?

Don was recently awarded the 2012 Emerson Award at the Direct Marketing News, Caples Awards ceremony, and was awarded the 2013 Innovative Marketer Award by the Marketing Management Association.

Continued from page 4.

Offering both B.A. and M.A. degrees, TAI trains students to search for unique solutions in advertising, preparing them for work in advertising agencies, media firms, corporate marketing departments and design studios. In its first decade of existence, TAI has established an award-winning track record. Students have earned numerous honors, including two national and four district championships in the AAF National Student Advertising Competition and dozens of creative awards in prestigious regional, national and international competitions including The One Show, CMYK Magazine and The Art Directors Club of New York. In addition, the Temerlin Institute has been named one of 10 leaders in advertising education among colleges and universities in the U.S. by Stuart Elliott, advertising critic for The New York Times.

From Hong Kong Baptist University

A study tour to Seoul was organized for the period January 9-12, 2013 by the Communication Studies Department of Hong Kong Baptist University. Nineteen year 3 students, who majored in Public Relations and Advertising, joined the trip. Dr. Vivienne Leung and Dr. Regina Chen served as instructors for the tour. We visited a total of five places to learn public relations and advertising practices in South Korea in the cultural context. The visit includes Burson-Marsteller Korea, Sogang University, Cheil Worldwide, Samsung d'light and SK Telecommunication. Students were given talks during the agency/university visit on insights into the characteristics of Korean publics and practices of PR and Advertising. Several award-winning advertising cases in Seoul were introduced. Students were in particular, delighted and excited about the VIP tour conducted by Samsung d'light and SK Telecommunication. Both companies demonstrates the most advanced services and technologies nowadays. The experiences were surprising and unique to the visitors. **AAA**



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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, Anca Micu, at:
newsletter@aaasite.org



Job opening at the University of Nebraska-Lincoln

Assistant Professor - Advertising

The University of Nebraska-Lincoln College of Journalism and Mass Communications seeks a tenure-track assistant professor in advertising starting in August 2013. Primary teaching responsibilities will be in the advertising/public relations sequence, with emphasis in teaching undergraduate and graduate courses in advertising as well as other innovative, cross-disciplinary programs. In addition to teaching a range of courses in the sequence, the candidate will be expected to maintain a record of scholarly publication and/or creative activity and participate in service activities.

Minimum qualifications include a master's degree in advertising or related field; a defined research agenda; a commitment to excellent classroom teaching; relevant professional advertising experience.

Preferred qualifications include: Ph.D. in a relevant academic field; significant professional experience in advertising or integrated marketing communication; undergraduate and graduate teaching experience; online teaching experience; ability to work collaboratively in cross-disciplinary programs across the college curriculum; an established program of research and publication.

The University of Nebraska has an active National Science Foundation ADVANCE gender equity program, and is committed to a pluralistic campus community through affirmative action, equal opportunity, work-life balance, and dual careers. We are particularly interested in receiving applications from members of under-represented groups and strongly encourage women and persons of color to apply for this position.

To be considered for this position, go to <http://employment.unl.edu> <<http://employment.unl.edu>>, requisition F_130060 and click on ³apply to this job.² Also attach a letter of application; a detailed curriculum vita that includes information on education, experience, qualifications, and publications; a sample of publications, current research, evidence of teaching ability; and a list of three references with complete contact information.

Review of applications will begin on March 18, 2013 and continue until position is filled or the search closed.
Advertising - Assistant Professor



**Pepperdine University
Seaver College of Letters, Arts, and Sciences
Malibu, California**

The Communication Division invites applications for an entry-level tenure-track appointment in advertising available for the 2013-2014 academic year. All successful candidates will have a Ph.D. or equivalent. The successful candidate will be able to teach several courses within our 120-plus student major, including Introduction to Advertising, Advertising Media, Digital Media Strategy, and Advertising Research and Planning. The ability to teach general media courses, such as Storytelling Through Media, Communication Theories, and Communication Research, is preferred. The successful candidate will also serve as a curriculum adviser for advertising student majors, advise the co-curricular Ad Club, and oversee the curriculum component of student internships. A strong research agenda is necessary, as is a commitment to the Christian mission of the University. The position is open until filled.

For more information, please go to <http://seaver.pepperdine.edu/dean/faculty/default.htm#communication>

Contact:

Dr. Ken Waters (ken.waters@pepperdine.edu)
Chair, Communication Division
Seaver College, Pepperdine University
24255 Pacific Coast Highway
Malibu, CA 90263-4211

Continued from page 1.

Today, the Lab is focused on innovative scientific research with a national security agenda, focusing on nuclear energy, alternative energy, supercomputing, and advanced materials science. Dr. McMillan will talk about creating a culture of innovation in organizations. Later on Saturday, we'll all gather in Albuquerque's historic Old Town to view demonstrations by local artisans, do a little shopping, and enjoy a traditional dinner. Albuquerque gets more than 300 days of sunshine each year, and so hopefully we'll have some mild weather to accompany this late afternoon and evening activity.

In May, I know many of us are looking forward to a few days in Hawaii for our Global conference. We'll have two days of papers and panels, and will host a speaker from WARC (formerly the World Advertising Research Center). Keep an eye out for more information about that conference in your email boxes and on the AAA website.

Last year in her first column, Debbie challenged us to be better relationship builders, and we've made strides in that area. As we move through this year, think about how we as an organization can be more innovative. Let me know—grab me during a coffee break at one of our conferences, or drop me an email (ksheehan@uoregon.edu). Our organization is as strong as the ideas of our members, and with such a wealth of intelligence and creativity in all of you, our future is limitless.

RLS

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

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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