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## President's Column

### Our Newsletter is Back with More Exciting News!

by Jisu Huh (University of Minnesota)

**G**reetings! Hope you had a productive and relaxing summer and are reenergized to begin the fall semester.

Many of you might have been wondering about and missing the *AAA Newsletter* for the past two years. I'm sure you are as thrilled as I am that our newsletter is back! It is thanks to the dedicated work by the Communication Committee, especially Erin Willis (University of Colorado), chair of the committee, and Joonghwa Lee (University of North Dakota), who has agreed to serve as newsletter editor.

Until the brief hiatus, the *AAA Newsletter* had served for many years as an important channel for posting announcements from the Academy and our partner organizations, sharing professional and personal news among members, engaging new members, and facilitating exchange of ideas to promote advertising research and education. The newsletter was also instrumental in introducing many of our current members and emerging young leaders to the Academy through its Graduate Students Speak section. As an important part of the integrated communication plan developed by the Communication Committee, *AAA Newsletter* will continue to play a key role in keeping our members well informed and connected.

The Academy has been making conscious efforts with steady progress toward improving and expanding communication channels to and among its members, which include mobile conference guides to help attendees navigate the conference events more smoothly, better and more engaging social media channels, and website redesign. As I write this column, the Communication Committee and the Executive Committee are working on the website redesign project to make it more useful for you and easier to access across all devices. We will keep you informed about it via email. So, watch for update emails, and, if you have ideas you'd like to share, please feel free to forward them to Erin Willis, chair of the Communication Committee.

When I assumed my role as your president at the beginning of this year, I shared with you my plans for the year focusing on two main areas: (1) Developing long-term strategic planning for the Academy, with AAA's long-standing focus on advertising scholarship and theory building; and (2) enhancing and expanding connections globally.

As AAA approaches the major milestone age of 60, it's time for us to have thoughtful reflection on the past and present of the Academy and to make some important long-term strategic decisions



Jisu Huh

for our future. For this purpose, an Ad Hoc Strategic Planning Committee (chaired by Ron Faber, University of Minnesota) was formed including 10 active members of the AAA representing diverse backgrounds and perspectives. This committee is charged with tackling several important long-term strategic planning issues, including what do we want to be 10 years from now and what should be the mission of AAA, what would/should be unique/important benefits to members, is the current organizational structure of AAA the optimal for the future, long-term financial planning, and future plans for filling the Executive Director and Conference Manager positions. The committee started its work with kick-off meeting during the Seattle Conference and continues making progress. A working GoTo Meeting was held in July to begin to solidify some recommendations. I'll report back to you regarding the committee work progress and recommendations in a timely manner through appropriate communication channels.

To further advance the Academy's core mission of fostering advertising scholarship and theory building, as announced at the Seattle Conference, we have increased the next year's Research Award budget to \$16,000. We hope many of you will submit applications for the Research Award competitions, including the AAA Research Fellowship Awards and Doctoral Dissertation Grant Awards, and encourage your students to apply.

For the Academy's expansion both within the U.S. and globally, I continue working with the Membership Committee (chaired by Jim Pokrywczynski, Marquette University) and the International Advertising Education Committee (chaired by Ray Taylor, Villanova University). As AAA President, I attended the European Advertising Academy (EAA)'s annual conference (ICORIA) in Slovenia in June, and participated in the AAA-EAA Executive Meeting, where the IAEC chair, Ray Taylor, joined me representing AAA. With the AAA-EAA joint membership arrangement in its second year and the number of joint members reaching almost 70, we discussed potential joint projects, such as AAA-EAA joint conference, and possibility of research collaboration and building a cross-Atlantic advertising scholar database. We're excited about our ongoing partnership with EAA and will continue discussion of mutually-beneficial future opportunities.


As the Academy grows and strives to find ways to improve the benefits for our members, the primary way for us to gather the members' input and feedback is our Annual Members' Survey that is usually conducted right after the annual conference. I hope many of you participated in this year's survey and shared your valuable opinions about the Academy and the conference. Many thanks to those of you who did! Our organization continues to thrive thanks to wonderful members like you, and I hope that everybody takes advantage of all that we have to

offer, including access to three AAA-published journals, AAA Conference Proceedings, the *Journal of Advertising Education* (which we support), the AAA member directory, and ability to apply for various research grants and graduate students travel grant. If you have suggestions for further enhancing the benefits for AAA members and engaging graduate students, please don't hesitate to send them to Jim Pokrywczynski, chair of the Membership Committee or to me.

While the memory of the Seattle Conference might be fading away, looking at the photos and summaries from the conference in this newsletter will surely remind you how terrific it was. By all measures the Seattle Conference was a huge success. It was our biggest conference ever in terms of the size of attendance, the number of submissions, and also the scope of topics and subareas covered. The attendees enjoyed reconnecting with old friends and colleagues and making new ones, and had a marvelous time at the spectacular Chihuly Garden & Glass and the reception at the Space Needle overlooking the stunning city! Read more about the Seattle Conference in the VP's column in this newsletter.

Now, we are looking ahead to our 2017 AAA Annual Conference in Boston (March 23-26, 2017) and AAA Global Conference in Tokyo, Japan (July 7-9, 2017, in conjunction with Waseda University). Both promise to be exciting and stimulating conferences. By now, you should have seen the Call for Papers for both conferences. If not, you can find the information about submission requirements and deadlines in the Announcement section of this newsletter and on the AAA website at [www.aaasite.org](http://www.aaasite.org). While you're there, please check out the call for nominations for the Academy's awards. I want to encourage you to think about anyone who deserves special recognition and honor for his/her dedication to and outstanding achievements in advertising research, teaching, or service. I hope you will take the time to seriously think about this and nominate those you feel are worthy of AAA awards.

As we enter the super busy months of conference planning, I'm again reminded of my great fortune to have the opportunity to lead such a wonderful organization as AAA and to work with such dedicated and superb colleagues on the Executive Committee and the other eight committees, Executive Director Pat Rose, and wonderful members like you. I look forward to continuing to work with you to keep AAA and the advertising discipline moving forward. If you have any suggestions, questions, or thoughts regarding the AAA and the next year's conferences, I would love to hear from you. Please send me an email at [jhuh@umn.edu](mailto:jhuh@umn.edu).

I wish you a very successful academic year and hope to see you in Boston or Tokyo (or both) in 2017! 

# Research Feature

## Research Matters: Building and Sustaining Momentum in Academic Research

by Marla B. Royne (Stafford) (University of Memphis)

Many people in academia decided to get a PhD intending to teach at a college or university. Research may or may not have been part of the original plan, but at most institutions a certain amount of research is required to achieve promotion and tenure. Granted, the type of research needed and the number of publications required for promotion and/or tenure will vary considerably from institution to institution, but research will at least to a certain degree almost always be a necessary part of the job. Even schools that are teaching-centered desire its faculty to remain involved in knowledge generation as a means of staying current in their respective fields.



Marla B. Royne (Stafford)

While most people leave a doctoral program excited about their work and embrace the idea of doing research, others consider it a necessary evil or unpleasant part of the job, and do what they can to avoid it. Of course, some of this motivation and desire might result from and reflect the type of institution where one received his doctoral training and the type of training received; a good doctoral program prepares its students not only to do good research but to do relevant research, something I spoke to in my [Journal of Advertising commentary](#) published earlier this year.

Research is important in making us a “complete scholar.” Yes, we can stay current by reading trade journals and professional publications, but the best way to integrate knowledge into the classroom is to be part of creating that knowledge. Moreover, others may begin a research stream with enthusiasm, but over time, it may “fizzle out.” In fact, reaching such a point in an academic career is almost a certainty. But continuing to engage in high quality research is important for an academician, not only to stay current and share knowledge with students, but to avoid becoming stagnant in the university environment. Understanding the importance of initiating and maintaining a research stream, I offer a few thoughts for consideration. These thoughts are


based on three specific things that I believe should guide one’s research: interest, passion and relevance.

*Interest:* We are fortunate to be in a profession that allows us to choose topics we personally find interesting. Yes, we chose the overall discipline of advertising or marketing because we are interested in it at some level. But within academic disciplines, a range of topics exists, and we are fortunate to study the specific areas of advertising that are most intriguing to us. And this is where a research stream should begin. What is it that we find most interesting? What do we want to learn? What questions do we want answered? Early in my career, I found the topic of services advertising and marketing of considerable interest. At the time, there was an increased interest in understanding service businesses because of the growth of services in comprising the GDP. Based on my personal experiences and professional interests, I thought there were many unresolved issues in this area that I wanted to investigate. Hence, my dissertation focused on this topic, as did most of my earlier published work. Over time, however, I began to move in other directions because I was starting to get the “itch.” I had already been doing some work in environmental marketing and advertising, and my interest piqued in these areas, as well as other social issues. So I began moving away from my original interests to newer interests. This allowed me to focus on research that I found important.

*Passion:* To truly stay interested in research, passion should be the driving force. One person I knew used the term “fire in the belly” to define an academician anxious to learn about a phenomenon and publish research findings. I personally feel that this “fire” is indicative of passion, and without that passion, we will get bored, lose interest and subsequently stop conducting research. My passion has long since changed from services advertising to social and health issues, yet my knowledge from my earlier research actually helps in building and informing my later streams of research. However, after 23 years in academia and starting my 12<sup>th</sup> year as a department chair, I can honestly say I am still passionate about my research. But that’s because my interests changed and diversified over the years, and by following my passions, I have been able to maintain my research productivity. In my opinion, we should not do research for research’s sake. Rather, we should do research because we are passionate about the topic.



*Relevance:* Many people know I have always been one to stress the relevance of our research. Theory is indeed an important driver of our work. But without relevance, research is done simply for research's sake. The more relevant our work, the more it disseminates into the advertising world, and the more it can be integrated into the classroom. And if our scholarship can be transferred to the professional world and to our students, then our work has more meaning. I feel that when my research has more meaning, I am making a real contribution. Without that, I might even wonder why I do what I do.

It may be a cliché, but the line "love what you do and do what you love" is so appropriate and relevant. In academia, I think it is important to love the research you do and research what you love. If it truly has relevance and meaning, then the contribution is not just to the academic discipline but to your students, to you, and to society. 

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## **Have Items for the Newsletter?**

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

Send your news items to the Editor, Joonghwa Lee, by **Oct. 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

### **Marla B. Royne (Stafford) Bio:**

Marla B. Royne (Stafford) is Great Oaks Foundation Professor and Department Chair of Marketing and Supply Chain Management in the Fogelman College of Business at the University of Memphis. She also holds affiliate faculty status with the School of Public Health and is a Senior Research Fellow with the Le Bonheur Center for Healthcare Economics at the U of M. Earlier this year, Marla received the AAA's 2016 Ivan Preston Award for Outstanding Contribution to Advertising and in 2009, she received the University of Memphis Alumni Association Award for Outstanding Contribution to Research in Social Sciences, Business and Law. She was the 2014 president of the American Academy of Advertising and served as editor-in-chief of the Journal of Advertising from 2007-2010. Her research has been funded by the Marketing Science Institute, Association for Consumer Research, the American Academy of Advertising, St. Davis's Center for Health Promotion and Research and other organizations. Prior to joining the University of Memphis, Marla was on the faculty of the University of North Texas. Before entering academia, Marla held positions with Tupperware Worldwide, Philip Crosby Associates, Cardinal Industries and Florida Tourist News. She received her Ph.D. from the University of Georgia, her MBA from Rollins College and her BA from the University of Arizona.

## **Recognitions of 2015 AAA Award Recipients**

### **Fellow Award**

Joseph Phelps (University of Alabama)

### **Ivan L. Preston Outstanding Contribution to Research Award**

Russ Lacznik (Iowa State University)

### **Charles H. Sandage Award for Teaching Excellence**

Karen King (University of Georgia)

### **Mary Alice Shaver Promising Professor Award**

Sun Joo "Grace" Ahn (University of Georgia)

### **AAA Doctoral Dissertation Grant Competition**

Allison Lazard (University of Texas at Austin)

Soojin Kim (University of Florida)

Jihye Kim (University of Florida)

### **AAA Research Fellowship Grants**

Eunice Kim (University of Florida), & Yongjun Sung (Korea University)

Nate Evans (University of Georgia), Mariea Hoy (University of Tennessee), & Bartosz Wojdyski (University of Georgia)

Eric Haley (University of Tennessee)

### **Best Conference Paper**

Tae Hyun Baek (University of Kentucky), Chan Y. Yoo (University of Kentucky), & Sukki Yoon (Bryant University)

### **Best Student Paper**

Claire M. Segijn (University of Amsterdam)

### **Journal of Advertising Best Article Award for 2014**

Fuzzy Trace Theory and "Smart" False Memories: Implications for Advertising

Kathryn A. LaTour, Michael S. LaTour, & Charles Brainerd

### **Journal of Current Issues & Research in Advertising Best Article Award for 2014**

How Advertising Creatives Define Excellent Planning

Eric Haley, Ronald Taylor, and Margaret Morrison

### **Journal of Interactive Advertising Best Article Award for 2014**

Pinpointing Persuasion in Children's Advergaming: Exploring the Relationship Among Parents' Internet Mediation, Marketplace Knowledge, Attitudes, and the Support for Regulation

Nathaniel J. Evans

# Teaching Feature

**“Teaching them is never enough...you also have to teach them how to learn.”**

by Nate Evans (University of Georgia)

**M**y mentor spoke those words to me over five years ago. She of course was referring to the practice of meta-cognition – the awareness and understanding of one’s own thought processes. Today as an assistant professor I make it a point to repeat those words to myself before the start of every class, often times under my breath. In my limited experience, teaching well has been the most challenging part of academia. Often contributing to this challenge is the daunting size of large lecture classes, the intimate nature of small graduate seminars, or material that isn’t sexy. So, given these challenges, the question for me has been and always will be how can I best give my students insight into their own assumptions, knowledge, and thought processes. After three years teaching in the department of Advertising and Public Relations at the University of Georgia I have found that the inclusion of specific learning tools, strategies, and well... a lot of patience have helped tremendously in this regard.



**Nate Evans**

## Learning Tools:

Online learning platforms like [TopHat](#) or [Mobius Slip](#) tend to be most effective in lecture courses of 45 or more. Students that feel restrained or intimidated by the size of the class such that their insights aren’t shared can be problematic. TopHat can be effective in capturing insight and discussion points from students less inclined to share because of class size. During class students can post comments (anonymously if desired) relevant to a discussion topic from a mobile device or computer.

Another challenge of very large lecture courses is the professor’s ability to provide timely feedback on assignments that require critical thought or argumentation. Mobius Slip is

an online peer based assessment tool that allows students to anonymously critique, comment on, and grade their classmates’ assignments. In turn, the student who completed the assignment also grades the comments and critiques. The benefit of this system is twofold: students receive timely feedback from multiple perspectives (not just the professor’s) that is by design constructive.

## Strategies:

Crafting and executing assignments and in class activities constitute the bulk of how I guide students to be better aware of how they think. I have assignments designed to foster perspective and creativity by sacrificing the notion of “rightness.” In my introductory advertising courses I use a creative basics project that requires students (usually as a group) to design a campaign of their choosing by carrying out five or six different advertising executions. These executions are not graded on their artistic or creative merit but instead on the students’ ability to convey the concepts and best uses underlying each of individual executions. The initial ambiguity of the month long project can be problematic for some but based on course evaluations the value garnered from the process itself is usually more meaningful than the end product.



## Patience:

My wife is the person that knows me best and she would be the first to admit how impatient I can be. Patience is the skill I most frequently call upon in my classes. When hours upon hours are spent crafting course materials, when the section strategy fails, when students are

**Continued on page 9...**

## Nate Evans Bio:

Dr. Nate Evans teaches undergraduate and graduate level advertising foundations courses, advertising and society, and advertising management. His research interests examine consumers’ processing, understanding, and evaluation of immersive and non-traditional advertising formats that include advergames, branded apps, in-game advertising, and native advertising with a focus on public policy implications.

# Special Topic I

## Digital Analytics: Using Google's AEK in the Classroom

by Hairong Li (Michigan State University)

The profession of advertising has seen a paradigm shift in recent years in that big data is playing a greater role in the creation, placement and evaluation of advertising, especially in the ways of consumer engagement. Consumer insights through digital analytics, real-time in some cases, are shaping almost every aspect of advertising practice. As a result, the knowledge about and skills in collecting, processing, managing, analyzing and reporting digital data have become a sought-after competency of advertising professionals and advertising students. Big data related topics such as computational advertising, social listening, programmatic buying and advertising analytics are introduced in more advertising programs in the US and other countries. Teaching digital analytics in the classroom, however, is challenging because shareable materials to build a fundamental understanding of analytics, including real-world business data and the opportunity to perform a diverse range of analysis using an analytics tool, are not easily accessible to most instructors and students.



**Hairong Li**

### Analytics Education Kit

The Analytics Education Kit (AEK) by Google provides a number of resources to overcome this challenge. Online videos featuring industry experts are provided that help viewers build a thorough understanding of digital analytics. Access is given to an analytics account with live data from a real ecommerce business, which has ongoing transactions that are facilitated with advertising campaigns. The live data

allows students to use analytics to explore how consumers interact with the business's website, including the effects of advertising and the paths to purchase. The AEK also provides real world analysis exercises for students to perform that will make them familiar with common features in analytics tools and how business insights can be derived from analytics data. In addition, the AEK includes guidance notes for instructors so they are knowledgeable about the business and can assist students through the exercises.

Google Analytics is the primary analytical tool part of the AEK. It is considered the most popular analytics tool in the world with over 10 million websites using it. It has been available since 2005 and has continually evolved to meet the growing analytics needs of businesses. Given its popularity and availability, it is likely students will go onto use the tool for their own business or for another business. The theoretical knowledge and practical skills students gain from the AEK not only prepares them to use Google Analytics within a business but also prepares them to use other digital analytics tools. Even if they use another analytics tool, the AEK helps to build knowledge and skills in students that they can apply to other analytics tools. Taking this into consideration the AEK is an excellent program for teaching digital analytics.

### Use of AEK in the Classroom

I was invited to test the AEK in its pilot stage. I integrated it in my media planning and interactive advertising courses in the spring of 2016, and based on students' feedback, I developed a new online course of digital analytics using the AEK in the summer of 2016, with the help of Google executives Deepak Aujla and Jingtao Ji. Most students who finished the course reported having enjoyed the course and learned a great deal. A student commented at the end of the course, "I recently met with a potential employer and they were highly intrigued to know that I had experience with

#### Hairong Li Bio:

Hairong Li is a professor in the Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University. His research covers the uses, effects and implications of digital technology in advertising, communication and marketing. He has published extensively and been rated a productive scholar by four citation studies. His articles have appeared in the Journal of Advertising, Journal of Advertising Research, International Journal of Advertising, Journalism and Mass Communication Quarterly, New Media and Society, Journal of Computer-Mediated Communication, Journal of Consumer Psychology, Psychology and Marketing, and Journal of International Business Studies.



Google Analytics. I envision this class moving to the position of a core class for marketing and advertising students in the future.”



**Deepak Aujla**



**Jingtao Ji**

As we know, digital analytics is a large and complex subject and includes site analytics, mobile analytics and social analytics. With the AEK, my course focused on the concepts and uses of site analytics but it also covered parts of mobile analytics and social analytics that were directly related to site analytics. For example, traffic sources from mobile devices and social media were explored, as they are becoming increasingly important in understanding multichannel users.

The online course consisted of seven modules, one module per week. The first module defined digital analytics, its role in business and several key concepts. The second module introduced the ways Google Analytics collects, configures, processes and reports data as well as the Google Analytics account from the AEK to students. Students familiarized themselves with the interface of Google Analytics and the live data in the account. The next four modules covered four main sets of analysis—audience analysis, acquisition analysis, behavior analysis and conversion analysis. The last module introduced advanced analytics, such as filter use, custom reports and dashboard design, in addition to how to create a Google Analytics account and integrate Google Analytics into a website or a mobile app.

Each module included a lecture, a quiz and a writing assignment. The lecture used many short video tutorials from the AEK featuring Justin Cutroni, Analytics Evangelist at

Google, and step-by-step exercises that were developed by myself to explain important topics and demonstrate how specific analyses can be carried out. Each quiz consisted of ten questions that sampled the lecture content and additional readings, which allowed students to see how well they mastered the module. The writing assignment was an essay for the first two modules and the last module, and was a report for the third to sixth module, which each reported the results of analysis for three required questions and two elective questions.

For example, the report for the third module was on audience analysis, which included identifying the ten countries besides the US and Canada that had highest sessions in May 2016, the changes in the sessions and revenues between April and May 2016, and the sessions and revenue from mobile devices in May 2016, as well as two elective questions that the student believed were most intriguing as they focused on helping the owner of the website grow their business. Students were able to use these questions to demonstrate their creativity in digital analytics. Other reports had similar types of questions on the theme of each module.

### **Higher Level of Skills**

As part of the essay for the last module, students were asked about what else they would wish to have learned from the course. Some students reported that, beyond the skills of learning to use Google Analytics to extract relevant information and answer specific questions, they also wanted to know more about how businesses, big and small, use digital analytics to solve daily issues of operation. Such additional cases have now been included in the AEK.

A few students also indicated, as they planned to run a business in the future, analytics skills were essential for them to set up measurable goals for success. One student commented: “Understanding Google Analytics and learning about its main functions has allowed **Continued on page 10...**

#### **Deepak Aujla Bio:**

Deepak Aujla has eight years of experience helping businesses of all sizes collect and analyze analytics data to improve their marketing and website performance. He is currently an Analytics Program Manager at Google leading global education initiatives to help users utilize analytics to its full potential. Prior to this role he worked for four years with global enterprises as a Platforms Specialist in the Google Analytics team. Before joining Google Deepak worked as an Analytics and Conversion Optimization consultant for many years following his M.Sc. in Internet Computing.

#### **Jingtao Ji Bio:**

Jingtao Ji is head of Google Analytics 360 Suite in Greater China at Google. Jingtao works closely with GA360 partners and customers in the region, to make better data-driven marketing decisions. Before Google, Jingtao was Account Manager at Adobe and Digital Analyst at McCann Group.

# Special Topic II

## For the Job Seekers! Tips from the Hiring and Candidates' Perspectives

It's time for the big battle season. Every year, there are bunch of candidates to find a place to shine their academic talents. What makes them stronger and more attractive than others? Let's learn some tips from both who have various experiences to hire new faculty members and who have experiences to successfully change institutions. – Editor –

### From the Hiring Perspective

by Jef I. Richards (Michigan State University)

In the past year, my department has hired eight new faculty, and now we've begun a search for yet another. This seems like a good time to review what is important — at least to the faculty in my department — when looking at candidates.



Jef I. Richards

First, let me note that there is no one-size-fits-all in the expectations when searching for faculty. It really depends upon a variety of factors, including whether the position is tenure track or non-tenure track, Assistant or Associate or Full Professor, what area of expertise is involved, and so forth. But I'll narrow it a little by directing my comments principally to tenure-track Assistant Professor positions, since non-tenure positions tend to vary the most and anyone past the Assistant level is likely to have a good handle on how they should position themselves.

Next, I would recommend that a candidate decide before they begin their search just what sort of position they are seeking, and at what type of school they want to work. Faculty at some schools are far more concerned about teaching skills, but because I am at a "Research One" (R1) institution and was at another R1 school before this, research tends to be determinative in who I've seen invited for an interview. It is pretty common that for any opening we get anywhere from 15 to 50 applicants, depending upon how narrowly we define the open position. We usually will get some applicants who have no publications and some that have 4 or 6 or more publications. Those without publications, frankly, are at a serious disadvantage and are unlikely to be invited for an interview. Among those who have multiple publications, we will look at factors like the quality of the publication/journal, whether the applicant is first author or

sole author on anything, the fit of the topic to what we need on our faculty, the research methods used, and lots more.

Basically, we are looking for the most sophisticated research, for a researcher who has a clear area of expertise that they are building and, as I just mentioned, research that fits our needs. I should say a bit more about "fit." Every year we make a list of what we need. To some extent that involves our teaching needs, but the biggest factor is where we want the department to go. When a faculty member is brought into a department, it affects the department's trajectory into the future, especially if that faculty member achieves tenure and stays for a long time. It also affects, even in the short run, the department's brand. Here, we really want our department to be a leader, not a follower. That means we need constantly to be looking around the next corner to see what is coming in the advertising and public relations industries.

Once we have decided where the field is going, we seek a faculty member who will move us in that direction. Too often students tend to cluster around whatever is popular today, so as we look for someone involved in what will be popular tomorrow, many of the applicants are easily eliminated from contention. This is true both in terms of the topics of research, but also the methodologies they adopt. Cutting edge is the ideal.

But even that is not enough. At my university, as at a growing number of universities, external funds — grants — have become the coin of the realm. While we certainly can't expect an applicant for an Assistant Professor position to come with grant funding, we do judge their research by its grant-getting potential. Federal funds are the most sought-after, so we tend to judge research through the lens of National Institutes of Health and National Science Foundation priorities, though other funding agencies also may be considered in the process. The sad reality is that no matter how important a research area might be to understanding advertising or public relations, if it is unlikely




to attract grant funding, it is hard for us to justify hiring that researcher. Let me make it clear, though, that not all universities are using this criterion yet.

I don't want to completely ignore the importance of teaching. When a candidate interviews with us, I always hear faculty asking, "What can they teach?" And there most definitely are times when we need to hire someone who is capable of teaching a particular course, like Media Planning. But if we have such a desperate need, what we tend to do is to look for, e.g., someone doing cutting edge research related to medium and vehicle selection, whose work might fit into grants involving media interventions.

Once we start bringing candidates in for interviews, we frequently learn things that were not visible in their CV or application. There are candidates who look very good on paper, but when we meet them it becomes clear that their research and publications are mostly the thought-product of someone else, frequently their advisors. We also find some who have no professional goals, who are unlikely to become experts in a specific area. And let me be clear, if you want to get tenure, you need to have made significant strides toward being recognized as an expert in one area! So those who are not focused or doing their own thinking do not interest us. But if they are too narrowly focused, that can also be a problem. We do not want someone who will be an expert in an area that will quickly be outdated, in an area that is of limited value to the field, or in an area that too completely overlaps the expertise of someone else already on the faculty.

There is one factor in the hiring process that too often is glossed over. For lack of a better term, let's call it personality. For a department's faculty to function at their peak, they must work together as a team. Every team, every department, is different. They have different chemistries; different blends of strengths and weaknesses. One wrong hire can completely destroy a department. No matter how


impressive a research record is, a prima donna, someone with questionable ethics, etc., can quickly become a cancer. A friend of mine was in a department with a Chair who had a "No A\_\_hole Policy." I've basically taken that same approach, but it's a bit more subtle than just filtering out a-holes. One faculty member who has a negative view of the world, for example, might be a fine person but their world view can infect those around them, so we try to avoid that type. So instead of a "No A\_\_hole Policy," I would say we have a "Hire Fun People" policy. For me, once we've narrowed the choice to two or three candidates, this should be the deciding factor in who gets hired. So far, I am happy with the results of this approach. 

**Continued from page 5.**

are dissatisfied with the online learning tool because "it is unfair that a classmate grades my work", what is left is the



ability to be patient and flexible with every student. Yes, there are many students that easily comprehend and disseminate core concepts but there are

even more that are not able to initially do so. I have asked myself whether their failure is a lack of motivation, poor course organization, or contrasting personalities with the professor and the answer is well...yes. All of these things are likely to occur. The willingness to try something new, to think on your feet, to learn from the student as they learn from you, has surprised me every time. My approach to teaching students how to learn, how to be aware of their thought processes and knowledge is only one approach – my approach – and I frequently have to modify it. 

### **Jef I. Richards Bio**

Jef I. Richards, J.D. (Indiana University, 1981), Ph.D (University of Wisconsin, 1988), is Professor and Chair of the Department of Advertising + Public Relations at Michigan State University. He was a Professor of Advertising at The University of Texas at Austin, 1988-2010, serving as Department Chairman 1998-2002. His research includes advertising regulatory and policy issues, and he has published more than 90 articles, books, and book chapters. He serves on editorial boards of the *Journal of Advertising*, the *Journal of Current Issues & Research in Advertising*, the *Journal of Advertising Education*, the *Journal of Public Policy & Marketing*, the *Journal of Consumer Affairs*, the *Journal of Interactive Advertising*, the *Advertising & Society Review*, and the *International Journal of Electronic Business*. He also is associate editor of the *International Journal of Internet Marketing and Advertising*. In 2008 he was President of the American Academy of Advertising (AAA), in 2010 he won that organization's Ivan L. Preston Outstanding Contribution to Research Award, and in 2012 was inducted as a Fellow of the AAA. He is a member of the Advertising Educational Foundation's Board of Directors (a subsidiary of the Association of National Advertisers), is an Advisory Council Member of the Institute for Advertising Ethics (a subsidiary of the American Advertising Federation), a Panel member of the National Advertising Review Board (a division of the Council of Better Business Bureaus), serves on the Board of Directors of the Mid-Michigan Creative Alliance, and was the inaugural inductee to the Rowan University Advertising Hall of Fame (2015).

# From the Candidates' Perspectives

by Jun Heo (Louisiana State University)

I have seen a cartoon showing the differences among advertising, PR, and marketing communication: Ads—a repetition of “I’m a good lover;” PR—a third person says “He is a good lover;” and marketing communication—the partner says “I know you are a good lover.” While this representation is way too simplistic, I believe it has some valid points in positioning/ promoting ourselves in the job market.




Jun Heo

I have no doubt that we all, as advertising scholars, are excellent at not only teaching promotion, but also promoting ourselves in this dynamic job market. Especially, new job candidates are becoming increasingly active in scholarship and creating a very impressive complete package. It seems they also are highly confident in selling themselves, with a well-rounded resume. Moreover, they are savvier than ever when it comes to networking, thanks to social media, which enable them to secure more favorable third persons to support them. Now, they are so ready to say “I’m a good candidate” and hear “He/she is a good candidate.”

Unfortunately, some are successful and others are not “yet” in their search for a job. It may be attributed to severe competition, introverted characteristic of yours, or excessive tension during the interview. While these reasons may hold true, I’d like to find a clue from the analogy of marketing communication in the cartoon. One of the salient current conversations in marketing communication is to build a healthy long-lasting relationship between marketers and consumers. The healthy relationship is built upon both parties being mutually satisfied and beneficial.


I have witnessed many job candidates who focused—may be a little too much—on demonstrating who they are and what they will get from the relationship with the school they are interviewing with. If we can change our perspective a little bit, the school also is looking for a good relationship with

you and tries to benefit from the relationship. Now, you think “you are a good candidate,” and you have great references saying “the person is a good candidate.” Next step would be to exert your effort to build a relationship—potentially long-lasting—with the future employer. I’d like offer few advices from most of the relationships, such as romantic relationship, friendship, and family.

The first step would be to learn about the school by consulting your advisor, visiting the website, and talking to friends from the school. It will heighten your interest in the school and put you in a better position in building a good initial relationship. Next, I’d study a little more about the school to learn what they are looking for from this hire and what their strengths and weaknesses are. That way, you can communicate with the search committee smoothly and further the relationship— at this stage, you will see smiles on committee’s faces. Also, this in-depth understanding of the hiring school will enable you to find your position and offer what you can do for the school, which finally lead you to the mutually beneficial relationship. Now, you’re ready to hear “Yes, you are the perfect candidate!” Even if you did not hear it, it would still be appreciated and — who knows? — give another chance in the near future. Please take this as my two cents. 

Continued from page 7.

me to not only comprehend and analyze data that I am given, but it has also taught me how to search, transform and problem solve with data that I am generating. The use of Google Analytics has proved to make it easier and more convenient to let your website or app generate its data from the users and compile it for the business owner in an organized and timely manner.” My reading of this comment is that thinking more like a business owner should be the mindset of a digital analyst and our teaching should nurture that mentality.

If you are interested in learning more about the AEK from Deepak Aujla please complete the form available at <https://goo.gl/mn9awh>. (Deepak Aujla and Jingtao Ji of Google contributed to this article.) 

## Jun Heo Bio:

Jun Heo is an assistant professor at the Manship School of Mass Communication at Louisiana State University. His research areas include emerging advertising media, media audiences, media effects, and agency–client relationships. His work has been published in Journal of Advertising Research, Asian Journal of Communication, Computers in Human Behavior, and etc. Before joining academia, he worked as a media planner for Ogilvy & Mather and Universal McCann in South Korea.



# 2016 AAA Annual Conference

## AAA Conference Paper Round Up

by Tom Reichert (University of Georgia)

Overall, this year's AAA conference was a big success. Seattle is an excellent host city offering good coffee, seafood, and sights. Within this atmosphere, members were on hand to present high-quality work that analyzed everything from advertising's future, to Facebook advertising, to gender representation.



Tom Reichert

Overall the papers and panels were exceptional. There were more than 183 competitive research papers and 17 special topics proposals submitted for double-blind review. A total of 91 competitive papers (50%) and eight special topics sessions (47%) were accepted. Competitive papers were organized into 23 thematic sessions. The special topics sessions were well coordinated by AAA President-Elect Michelle Nelson of the University of Illinois. The 2016 Proceedings will contain summaries and abstracts of the pre-conference, competitive research, and special topics sessions.

Speaking of quality, two competitive papers rose to the top. Top student paper was authored by Claire Segijn (University of Amsterdam): "Consumers' Multiscreening Viewing Behavior, Reporting, and Effects: An Eye-Tracking Study." Claire has now earned this distinction two consecutive years. The best paper award went to Nate Evans and Dooyeon Park (both of the University of Georgia) for their paper: "The Effects of Format, Topic Knowledge, and Experience on Advertising and Brand Recognition for Paid Search Advertising."

As a whole, the competitive paper portion of the conference would not be possible without the efforts of the authors who submitted and presented their work and those who served as reviewers, session chairs, and moderators. I sincerely thank all those who volunteered their precious time and expertise, and contributed to making this year's AAA conference another outstanding event. Additionally, I want to acknowledge the sponsors who provided financial support, our wonderful Conference Manager Betty Djerf, and members of the AAA Executive Committee who were constant sources of support throughout the entire process of

organizing the conference. Finally, my special thanks go to the current AAA President Jisu Huh and immediate President-Elect Michelle Nelson for their valuable input, patience, and guidance, and especially to Executive Director Pat Rose who knows the answer to virtually any question 24/7.

It is an honor to serve AAA as Vice President and Proceedings Editor. Serving in these roles is a privilege. Overall, I am impressed by the quality of scholarship, ideas, and creative energy I see in AAA members. We look forward to seeing you next year in Boston.



### AAA Research Awards

The American Academy of Advertising awarded three research fellowships and two doctoral completion grants to



Kate Pounders and Marla Stafford (University of Memphis) receive AAA Research Fellowship award with Harsha Gangadharbatla

several AAA members. Recipients of the research fellowship this year include three researchers from the University of Amsterdam: Eva A. van Reijmersdal, Esther Rozendaal, Verolien Cauberghe and Liselot Hudders; two researchers from the University of

Memphis: Kate Pounders and Marla Royne Stafford; and Florida State University's Russell Clayton. Doctoral dissertation completion grant recipients include Pradnya Joshi (Michigan State University) and Eunseon (Penny) Kwon (University of Missouri).

### Best Conference Paper Awards

The winners of the Best Paper Award for the 2016 AAA conference are Nate Evans and Dooyeon Park (both University of Georgia) for their paper, "The Effects of Format, Topic Knowledge, and Experience on Advertising



AAA Best Conference Paper awarded to Nate Evans and Dooyeon Park (University of Georgia) with Tom Reichert



and Brand Recognition for Paid Search Advertising.” Best Student Paper was awarded to Claire Segijn (University of Amsterdam) for her paper, “Consumers’ Multiscreening Viewing Behavior, Reporting, and Effects: An Eye-Tracking Study.”

### Outstanding Contribution to Research Award

Marla Royne Stafford, University of Memphis, received the American Academy of Advertising's Ivan L. Preston Outstanding Contribution to Research Award. The AAA notes that this award is based on the recipient's sustained and systematic contribution to advertising research. Recipients are honored with \$1,000 and a plaque during the annual AAA Conference. This award is not given every year. This year's award recognized Dr. Stafford's contributions to advertising research as both a prolific scholar and as editor of *JA*.



Marla Stafford (University of Memphis) receiving the AAA Ivan L. Preston Outstanding Contribution to Research Award, with Jisu Huh (University of Minnesota)

### Fellow of the Academy

Herb Rotfeld, Auburn University, was honored as a Fellow of the American Academy of Advertising. The Fellow Award is the most prestigious award given by the Academy. The designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline. Thus, the Fellow is the Academy's broadest and most prestigious award.



Herb Rotfeld (center, University of Auburn) receives AAA Fellow distinction, with Charles Taylor (Villanova) and Jisu Huh

### Graduate Student Travel Grants

Eight AAA graduate student members across six universities earned travels grants to attend the 2016 conference. Those



Graduate students receiving travel grants awarded by Michelle Nelson (University of Illinois)

members include: Jisoo Ahn, Jung Hwa Choi, and Pamela Arnette Richardson (University of Texas, Austin); Jung Min Hahm (University of Georgia); Jung-Ah Lee (Korea University); Kang Li (Michigan

State University); Yilin Ren (University of Illinois); and Jin (Taylor) Wen (University of Florida).

### JA Awards



Martin Eisend (European University Viadrina) accepts the 2015 award for Best Article in *Journal of Advertising*, with Nancy Mitchell

This year's Best *JA* article award goes to Susanne Schmidt (Technical University Dortmund) and Martin Eisend (European University Viadrina). The award-winning article is titled, “Advertising Repetition: A Meta-Analysis on Effective Frequency in Advertising.” The article was published in *Journal of Advertising*, 2015, volume 44, issue 4, pp. 415-428.

Each year, the *Journal of Advertising* recognizes “outstanding reviewers” for their contributions in reviewing articles for the *Journal*. This year, the award went to Steven Bellman (Murdoch University), and Brittany R. L. Duff (University of Illinois at Urbana-Champaign).



Brittany R. L. Duff (University of Illinois at Urbana-Champaign) recognized as “Outstanding” *JA* reviewer

### JCIRA Awards

This year's Best *JCIRA* article award goes to Jung Hwan Park (University of Georgia), Olesya Venger (University of Nevada, Las Vegas), Doo Yeon Park (University of Georgia)



Joyce Wolberg (Marquette) recognized as “Outstanding” *JCIRA* reviewer

and Leonard N. Reid (University of Georgia). The award-winning article is titled, “Replication in Advertising Research, 1980–2012: A Longitudinal Analysis of Leading Advertising Journals.” The article was published in *Journal of Current Issues and Research in Advertising*, 2015, volume 36, issue 2, pp. 115-135. The outstanding *JCIRA* reviewer in 2015 was Joyce Wolberg (Marquette University).

### JIA Awards

This year's Best *JIA* article award goes to Saleem Alhabash,




Anna McAlister and Saleem Alhabash (Michigan State University) accept the 2015 award for Best Article in *Journal of Interactive Advertising*

Anna R. McAlister, and Chen Lou (all Michigan State University), and Amy Hagerstom (Grand Valley State University). The award-winning article is titled, “From Clicks to Behaviors: The Mediating Effect of Intentions to Like,



Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions.” The article was published in *Journal of Interactive Advertising*, 2015,

volume 15, issue 2, pp. 82-96. The outstanding *JIA* reviewer in 2015 was Kelly Chu (DePaul University). 

## Conference Highlights

The American Academy of Advertising Annual Conference held March 17-20 in Seattle, WA, was a big success. The following pages include some of the highlights and photos from the conference.

### March 17: Preconference



Pre-conference session participants



Ronnie Abi-Raad (Neuroscan) demonstrating psychophysiology equipment during a preconference session



Esther Thorson and Saleem Alhabash (Michigan State University) and Saleem's daughter Lily at a preconference session

### March 17: Opening Reception



Herb Rotfeld (Auburn University) and Karen Lancendorfer (Western Michigan University)



Tae Hyun Baek (University of Kentucky), Karen King (University of Georgia), and Kyongseok Kim (Towson University)



Jisu Huh (University of Minnesota) and Itai Himelboim (University of Georgia)



Opening Reception



Louise Kelly (Queensland University) and Anna McAlister (Michigan State University)



Joseph Phelps (University of Alabama) and Terry Daugherty (University of Akron)



Darrel Muehling's wife, Linda and Les Carlson (University of Nebraska), and Jonathan (Russell's son), Russell's wife and Russell Lacznik (Iowa State University)



## March 18: First-Timer's Breakfast and Members' Meeting



Jisu Huh (University of Minnesota; Center) greets attendees at the First-Timers' and Mentors' Breakfast.



Jisu Huh addressing attendees at the AAA Members Meeting

## March 18: Keynote and President's Reception



Keynote: Industry Luncheon featuring Stewart Pearson, Founder of Consilient Group



Keynote speaker Stewart Pearson



Ron Faber (University of Minnesota)



Sigal Segev (Florida International University), and Alyse Lancaster and Juliana Fernandes (University of Miami)



Jef Richards (Michigan State University) and Gayle Kerr (Queensland University)



Nancy Mitchell (University of Nebraska) and Jean Grow (Marquette University)



Jennifer Ball (Temple University) and Erin Willis (University of Colorado)



Don Schultz (Northwestern University), Bruce Stern (Portland State University), and Marc Weinberger (University of Massachusetts)



**March 19: Luncheon and Awards Ceremony**



Claire Segijn (University of Amsterdam) accepting the AAA Best Student Conference Paper award presented by Tom Reichert (University of Georgia)



Dooyeon Park (University of Georgia) accepts the 2015 award for Best Article in Journal of Current Issues and Research in Advertising presented by Nancy Mitchell (University of Nebraska).



Herb Rotfeld (Auburn University)



Pradnya Joshi (Michigan State University) and Eunseon (Penny) Kwon (University of Missouri) accept AAA Doctoral Dissertation grants presented by Harsha Gangadharbatla (University of Colorado).

**March 19 (Event): Space Needle**



Betty Djerf leading the way toward Chihuly Garden & Glass tour and Seattle's Space Needle.



Padmini Patwardhan (Winthrop University), Shili Xiong (University of Illinois), and Hong Cheng (Virginia Commonwealth University)



Heidi Hennink-Kaminski (University of North Carolina-Chapel Hill) and Karen King (University of Georgia) enjoy the AAA Space Needle reception.



Manu Bhandari (Arkansas State University), Thomas Vogel (Emerson College), Carrie La Ferle and Steve Edwards (Southern Methodist University)



Seattle's skyline from the Space Needle



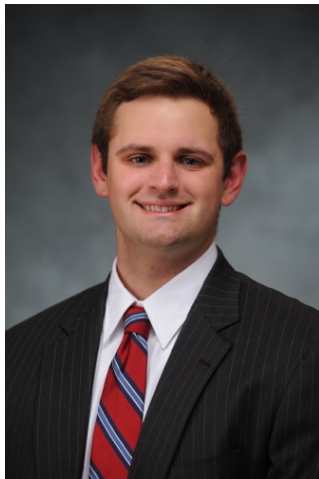
Students enjoying the reception

# Graduate Student Spotlight

**Andrew Anglin** (University of Tennessee, Knoxville)

***Still a Mouseketeer at Heart: Incorporating Professional Experience into Graduate Studies***

**R**eturning to academia can be a scary transition for a person who has spent numerous years working in the field. Although I had not been away from academia for a long time, I still felt some of this anxiety when I first started my doctoral program. Throughout my entire life, I have defined myself through my association with The Walt Disney Company. From enjoying the company's movies and television programs, to visiting the theme parks with my family, to being part of its marketing team, Disney has been an integral part of my identity. When I decided to conclude my career and enter my doctoral program, I felt that part of my identity was lost. There were others in my program who shared similar sentiments. However, the beauty of academia is that these associations never have to cease. Through research, teaching, and service, this part of your identity can still be expressed.




**Andrew Anglin**

Many of the lessons that I learned at The Walt Disney Company I am able to pass on to my students. We investigate specific topics in advertising and explore case studies on how various brands, including Disney, have utilized these techniques or approached certain problems. One of my favorite topics to explore with the students is creative strategy. In order to spark their imaginations, we engage in the same brainstorming techniques that Yellow Shoes Creative Group and Walt Disney Imagineering use when crafting new campaigns, attractions, and experiences. By using my experiences with Disney, it provides a bridge for me to connect with the students and to pique their interest with relevant content.

With the relationships that I made, I am able to connect my students with various individuals who may be able to further a student's career. Something that I love doing for my students is conducting mock interviews. For those who are specifically interested in a marketing or advertising career with Disney, I am able to provide an accurate practice interview for them that will emulate what they may be asked in an actual interview.

My research interest pertains to the use of nostalgia in advertising and overall marketing communication. Disney, known for its long history of recreating an idealized past in its theme parks, is a natural fit for this topic. Recently, I have looked at the use of personal memories in past Walt Disney World advertising campaigns, as well as the nostalgic meanings that individuals associate with certain souvenir items purchased from the Disney theme parks. Beyond Disney, I am able to examine other successful brands that employ and evoke nostalgia, such as Coca-Cola and Dollywood.

For anyone who is entering graduate studies after finishing a career in the field, embrace this opportunity. Pass on the knowledge that you have learned to the next generation of leaders. When your students see the passion that you have when you teach or when you explore that piece of your identity through your research, you will be extremely successful and that sense of fulfillment will be ignited. 

## **Have Items for the Newsletter?**

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

Send your news items to the Editor, Joonghwa Lee, by **Oct. 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

### **Andrew Anglin Bio:**

Andrew Anglin ([aanglin1@vols.utk.edu](mailto:aanglin1@vols.utk.edu)) is a second year doctoral student at the School of Advertising and Public Relations at The University of Tennessee, Knoxville. His research interests pertain to the use of nostalgia in integrated marketing communication. Andrew received a MA in journalism and an MBA from The University of Mississippi, an MBA from INSEEC, and a BA in business administration from Furman University. Prior to returning to academia, Andrew was part of the marketing team for The Walt Disney Company, specifically Disney Youth Programs, ESPN Wide World of Sports, and runDisney.



## Claire Segijn (University of Amsterdam)

I will tell you a secret. At home I have a ring binder; one that is labeled 'proud'. This ring binder contains all sorts of things that I'm proud of, ranging from smaller to bigger achievements.

The first thing I added to this ring binder was a newspaper article that featured a play I acted in. I discovered that looking at this positive memory gave me the strength to continue whenever I faced a disappointment. This encouraged me to start collecting all sorts of positive memories. In the years that followed I collected quiet a lot of them, including pictures of friends and badminton achievements.




Claire Segijn

When I started my PhD project, I also started to collect work-related memories, such as the name tag of my first conference attendance, an email from a student who thanked me for the inspiring classes, and my best student conference paper awards from the AAA. I believe that it is very important to treasure all these memories and every achievement, how small or big they may be. This helps me to get past setbacks.

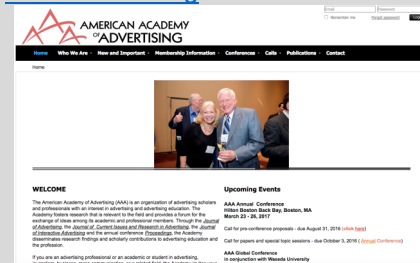
One thing I had to learn when I started as a PhD candidate is that criticism and rejections are part of a job in academia. For example, the path toward my current PhD position was not easy. I had to apply multiple times and wrote different dissertation proposals. But in the end this project suits me best because I'm working on a topic I'm very passionate about, namely advertising effectiveness when multiscreening. Other examples are the rejections of my journal submissions. I learned that this is also part of the job and that everyone receives them. Sometimes that is hard to imagine, because we only hear the successes of others. Therefore, I found the recently posted "CV of failures" very inspiring. A Princeton professor published his CV of failures

on Twitter to encourage others to keep going when experiencing setbacks (you can find his CV of failures [here](#)). That is exactly what this ring binder is to me; it encourages me to keep going. Therefore, I keep collecting all my favorite memories and every achievement. Hopefully, I can add my biggest achievement approximately six months from now, my doctoral dissertation.

After I obtain my PhD I want to pursue an academic career. Criticism and rejections will be inevitable. However, the next time that happens I will open my ring binder, look at all the great memories, and this will give me the strength to continue my work that in the end is what I love to do most. 

### AAA Communication Channels

Website: [www.aaasite.org](http://www.aaasite.org)



Facebook:

[www.facebook.com/AmericanAcademyOfAdvertising](https://www.facebook.com/AmericanAcademyOfAdvertising)



Twitter: @AdScholar



#### Claire Segijn Bio:

Claire Segijn is a PhD candidate at the Amsterdam School of Communication Research, University of Amsterdam, the Netherlands. After obtaining her research master's degree in Communication Science with distinction in 2012, she worked as a junior research manager and lecturer. In March 2014 she started with her 3-year PhD project that entails information processing and advertising effectiveness when multiscreening (e.g., watching TV and simultaneously using a tablet/smartphone). Her work has been honored by the AAA and has been published in different international journals. Contact: [c.m.segijn@uva.nl](mailto:c.m.segijn@uva.nl)



# AAA Notes

## Awards and Honors



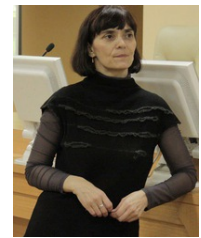
Jon D. Morris

Professor Jon D. Morris (University of Florida) was named a [UF Research Foundation Professor](#) for 2016-19. Dr. Morris joins 33 of his UF colleagues who are being honored for their “distinguished current record of research and a strong research agenda that is likely to lead to continuing distinction in their fields.” The three-year award includes a \$5,000 annual salary supplement and a one-time \$3,000 grant.



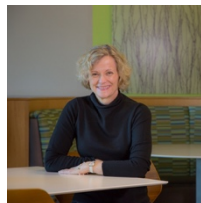
Kara Chan (Left)

Professor Kara Chan (Hong Kong Baptist University) engaged in a Knowledge Transfer project to support secondary school teachers and students in conducting communication and media research. Teaching videos and sample research reports were produced. The project resulted in wide acceptance and won the Knowledge Transfer Award for the year.



Olga Shabalina

Professor Olga Shabalina (South-Ural State University, Russia) was awarded the Fulbright Small Grant 2015 for developing a project [“My Fulbright Adventures in the USA”](#). The project reflects on different aspects of marketing and advertising in the USA from a perspective of a Russian Fulbright grantee 2012 that played roles of either purchaser/seller of different goods and services in this country.



T. Bettina Cornwell

Dr. T. Bettina Cornwell (University of Oregon Lundquist College of Business) was named the college’s prestigious Thomas C. Stewart Distinguished Professor for 2016 for her substantial contributions to research, teaching, and the Lundquist College community. The Stewart Professorship award is given annually and aims to “reward excellence in faculty performance that significantly enhances the visibility and strategic directions of the Lundquist College of Business and the University of Oregon.”

Dr. Eric Haley (University of Tennessee, Knoxville) was awarded the University of Georgia’s H.W. Grady College of Journalism and Mass Communication Distinguished Alumni Scholar Award for 2016. Dr. Haley holds three degrees (BS, MS, and Ph.D.) from the University of Georgia and is an award-winning teacher and researcher at UTK.

Dr. Charles Patti (University of Denver) was recently granted Emeritus status at the University of Denver. He continues his work in customer experience through a new appointment as the James M. Cox Professor of Customer Experience and Senior Fellow at [The Cable Center](#) in Denver.

## Grants and Fellowships



Shelly Rodgers

Dr. Shelly Rodgers, Professor of Strategic Communication at the Missouri School of Journalism, has received a National Science Foundation grant to test a science communication training program designed for STEM graduate students. The press release can be found [here](#).

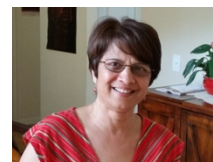
Dr. Karen Mallia (University of South Carolina) was awarded grants from the University of South Carolina Study Abroad office and the University Studies Abroad Consortium to study in Alicante, Spain in July.

## Job Changes, New Hires, and P&T



Jisu Huh

Dr. Jisu Huh has been promoted to full professor and appointed as the Raymond O. Mithun Land Grand Chair in Advertising at the School of Journalism & Mass Communication in the University of Minnesota. You can find Dr. Huh's story [here](#).



Padmini Patwardhan

Dr. Padmini Patwardhan (Winthrop University) has been appointed IMC Program Coordinator starting Fall 2016. This is a new role with overall responsibility for this interdisciplinary program (Mass Communication & College of Business) at Winthrop University.



Shu-Chuan Chu

Dr. Shu-Chuan (Kelly) Chu has received tenure and been promoted to Associate Professor in the College of Communication at DePaul University.



Hye Jin Yoon

Dr. Hye Jin Yoon has been promoted to Associate Professor of advertising in the Temerlin Advertising Institute at Southern Methodist University.

Dr. Mark Yi-Cheon Yim moved from Canisius College to the Manning School of Business at University of Massachusetts – Lowell as an Assistant Professor of marketing in Fall 2016.

Dr. Sun-Young Park moved from Rowan University to the Communication Department at University of Massachusetts – Boston as an Assistant Professor of strategic communication in Fall 2016.

Dr. Mike Devlin moved from DePaul University to Texas State University as an assistant professor of strategic communication in Fall 2016.

Dr. Joonghwa Lee (University of North Dakota) became a tenure-track assistant professor in the Communication Program at University of North Dakota in Fall 2016.

Dr. Eun Yeon Kang started a new job as an Associate Professor of the Department of Business Administration at Kutztown University of Pennsylvania in Fall 2016. She completed her Ph.D. in advertising at the University of Texas at Austin.

### Other News

Drs. Jooyoung Kim (University of Georgia, hosted by Saatchi & Saatchi), Sabrina Habib (Winthrop University, hosted by Young & Rubicam), Kacy Kim (Elon University, hosted by McCann), and Lu Zheng (University of Florida, hosted



by ZenithOptimedia) participated in the 2016 Advertising

Educational Foundation's Visiting Professor Program from June 6 to June 17 in New York City, NY.

The College of Communication and Information at University of Tennessee Knoxville inaugurated its new Adam Brown



Social Media Command Center, where faculty, staff, and students will be able to employ leading Fortune 100 technology companies worldwide use to

publish, engage, and analyze their social media marketing activities.

Dr. Roxanne Hovland and eight students from the School of



Advertising and Public Relations at the University of Tennessee, Knoxville completed "Advertising in London," a study tour in May 2016. Students visited London-based

advertising/marketing agencies, including the town of Windsor and Windsor Castle; Stonehenge and Bath; Kensington Palace; Wimbledon; Warner Brothers' Harry Potter exhibit to better understand British advertising. While in London, the students completed a final advertising and marketing project to introduce Fritos® to Londoners.

On June 9, Auburn University Alumni Professor Herbert Jack Rotfeld was at the Library of Congress James Madison Memorial Building. As part of the American Council on Consumer Interests' annual conference, a program and



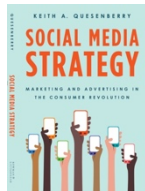
reception at the LoC building celebrated the 50th anniversary of *Journal of Consumer Affairs*. As editor of the journal for a fifth of that history, 2002-2011, he was one of the special guests for that program along with other living

past editors of the journal. In his period as editor, JCA had many changes: increased frequency of publication, start of



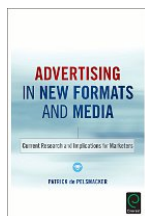
special issues, first best paper award and best reviewer notices, change from predominantly domestic print sales to electronic international sales and distribution. These and other changes were described in his last [editorial](#) as editor of the journal.

## Book Releases



Dr. Keith A. Quesenberry (Messiah College) published [Social Media Strategy: Marketing and Advertising in the Consumer Revolution](#) with Roman & Littlefield. Through a balance of theory and practice this text presents the background and context for social media and how it fits into business, marketing, advertising and PR strategy.

Dr. Sukki Yoon (Bryant University) and Dr. Sangdo Oh (Yonsei University, South Korea) will publish [Social and Environmental Issues in Advertising](#) with Routledge (ISBN: 978-1-138-22843-6) in November 2016.




Dr. Patrick De Pelsmacker (University of Antwerp) published [Advertising in new formats and media: Current research and implications for marketers](#) with Emerald. The book contains 17 chapters by various authors in which the state of the art of research on advertising in new media and formats is discussed. The book contains three parts: The changing advertising universe; Advertising in a connected world; Hidden but paid for: branded content.



Professor Margo Berman (Florida International University) published [The Blueprint for Strategic Advertising](#) with Routledge. This book takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, interactive and global strategies of advertising communication. Berman's deconstructive process analyzes each component, one at a time, creating an invaluable research tool, which students, professors, small business owners and entrepreneurs will refer to, time and again.

Helen Katz (Publicis Media) will publish the sixth edition of [The Media Handbook](#) with Routledge in September 2016. This popular and practical book, adopted by 57 colleges and universities, provides a complete guide to media planning, buying and research. It will come with a complete set of ancillary materials for educators. This latest update provides enhanced information on the use and application of digital

and social media forms, while continuing to give full exposure to all paid, owned and earned media. 

## AAA Social Media

### It takes a village...

Social media are not new. Most of us are familiar with Facebook, Twitter, and countless other social media platforms. In fact, many of us are heavy users of these social media platforms and may even teach classes on how to use them effectively in advertising and public relations efforts.

When Jisu asked me to spearhead the communications committee, one of the duties she tasked me with was (re)launching the AAA brand on social media. Arming me with two of the best and brightest assistant professors, Drs. Rebecca Hayes (Illinois State) and Jameson Hayes (South Florida), we set forth to be social. We reinvigorated the Facebook page and started a Twitter page – both of which have been very active since earlier this year. Some of you have noticed AAA's emergence into the 21<sup>st</sup> century and even helped to spread our message.

While our big debut has been a big hit among some, lots of AAA members are missing out! To grow a great community online, we need everyone to check in and check out the great research and news we're sharing.

As the old Proverb goes, "It takes a village to raise a child." In the case of AAA, we have so much potential and social media is one of our most valuable tools to create brand awareness and strengthen relationships with our publics.

Therefore, I want to call upon all of the AAA members to become active and engaged with AAA and other members on our social media platforms – Facebook and Twitter. If you aren't on one of these platforms, join up and let us be your first follow...! Members, please make AAA top-of-mind when you are spending time on social media.

Liking is not enough. Tag other professors and graduate students, etc., leave comments, retweet and tag another, share our posts, etc. And, most importantly, let us know when you have something important to share like position announcements, grad student news, or AAA conference papers that have been published.

Help increase AAA's social media footprint and by extension – the American Academy of Advertising brand.

Don't be a dud. Be social.

Sincerely,

Erin Willis

@AdScholar

<https://www.facebook.com/AmericanAcademyOfAdvertising>

# **Announcements** (Call for Papers & Proposals)



## **Call for Conference Papers and Proposals for Special Topics Sessions**

American Academy of Advertising 2017 Annual Conference  
March 23-26, 2017  
Hilton Boston Back Bay, Boston, MA  
**Submission Deadline: October 3, 2016**

### **TRACK 1: COMPETITIVE RESEARCH PAPERS**

You are invited to submit Competitive Research Papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2017 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to the various aspects of advertising will be considered. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues. In addition, papers that examine the economic, political, social, and environmental aspects of advertising are welcome. Please note that the AAA uses the term advertising in a broad sense (similar to a consumer and industry perspective) and will consider manuscripts that address topics including integrated communications, sponsorships, event marketing, product placement, corporate advertising, public relations, sales promotions, and direct marketing.

All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Theoretical Framework
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete the title page, all identification of the authors in the file properties, and track changes functions prior to submission. Use *Journal of Advertising* style to format citations.

To be considered for the Best Student Paper Award, papers must be authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, can be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit the papers.



## TRACK 2: SPECIAL TOPICS SESSIONS

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. PREFERENCE WILL BE GIVEN TO PROPOSALS THAT ARE NOT SIMPLY A COMPILATION OF COMPETITIVE RESEARCH PAPERS BY DIFFERENT AUTHORS PUT TOGETHER IN A SESSION. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research. As such, the Academy is willing to provide “waivers” for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. If you would like to use one of these waivers, please provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

How current is the topic?

How well will it attract attendees to the session?

How well thought-out is the proposal?

Are the proposed participants appropriate for this topic?

How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

When you upload the special topics submissions you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal.

## REQUIREMENTS

All submissions are to be submitted via the AAA Confmaster website at <http://aaa.confmaster.net>.

If you've registered a paper submission at one of the AAA conferences since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://www.aaasite.org>.

To facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

Electronic submissions will be accepted beginning [September 1, 2016](#) and must be received no later than MIDNIGHT EST, [October 3, 2016](#).

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aaasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the Confmaster website.

The contact person must also provide contact information (email, phone and fax) and check-mark keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.). Only individuals listed on the paper are eligible to present the paper at the conference.

\*\*\* NOTE THAT ALL AUTHORS LISTED ON PAPERS/SPECIAL TOPICS PROPOSALS MUST REGISTER ON CONFMASER BEFORE THE PAPER CAN BE UPLOADED.

Please direct your questions regarding papers or proposals to the appropriate individual and e-mail address as shown below:

Competitive Research Papers:


Professor Tom Reichert  
Department of Advertising & Public Relations  
University of Georgia  
[reichert@uga.edu](mailto:reichert@uga.edu)

Special Topics Proposals:

Associate Professor Michelle Nelson  
Charles H. Sandage Department of Advertising  
University of Illinois at Urbana-Champaign  
[nelsonmr@illinois.edu](mailto:nelsonmr@illinois.edu)

We look forward to your submissions and hope that you will be able to attend the 2017 Conference of the American Academy of Advertising.

General questions about the conference can be directed to:

Professor Jisu Huh  
School of Journalism and Mass Communication  
University of Minnesota  
[jhuh@umn.edu](mailto:jhuh@umn.edu) 



# **Announcements** (Call for Papers & Proposals)



## **Call for Conference Papers and Proposals for Special Topics Sessions**

### **Advertising at the Intersection of Technology and Culture**

2017 American Academy of Advertising Global Conference  
in conjunction with Waseda University  
Tokyo, Japan – July 6-9, 2017  
**Deadline: November 30, 2016**

Advertising is constantly transforming, driven by two primary forces – the evolution of communication technology and cultural change. Technological advancement, such as social media, mobile devices, wearable technology, virtual reality, and the Internet of things, continues to reshape advertising. Cultural changes among consumers, demographics shifts, emerging new subcultures, and clashing or blending of multiple cultures within and across national boundaries keep challenging advertising research and practice. **“Advertising at the Intersection of Technology and Culture”** is the theme of the American Academy of Advertising 2017 Global Conference, which comes to the global center of innovative advertising showcasing a compelling mix of technology and culture – Tokyo, Japan!

The global conference will be held in the heart of Tokyo in conjunction with Waseda University (<https://www.waseda.jp/top/en>). It will serve as an important forum for intellectual exchange and cross-national collaboration among advertising scholars, educators, and practitioners from around the world. We invite special topic session proposals and original research papers investigating any aspect of advertising. Although we welcome submissions on all advertising-related topics, papers and proposals focusing on the questions, challenges, and opportunities arising from the evolution of advertising driven by the technological and cultural forces around the world are particularly welcome.

### **COMPETITIVE RESEARCH PAPERS**

You are invited to submit Competitive Research Papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2017 American Academy of Advertising (AAA) Global Conference and for publication in the Conference Proceedings. All research related to the various aspects of advertising will be considered. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues. In addition, papers that examine the economic, political, social, and environmental aspects of advertising are welcome. Please note that the AAA uses the term advertising in a broad sense (similar to a consumer and industry perspective) and will consider manuscripts that address topics including integrated communications, sponsorships, event marketing, product placement, corporate advertising, public relations, sales promotions, and direct marketing. Research focusing on the questions, challenges, and opportunities arising from the evolution of advertising driven by the technological and cultural forces, and new methodological approaches utilizing new technologies are particularly welcome.

All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Theoretical Framework
- Methodology

- Readability
- Contribution to the Field
- Relevance to the Conference Theme
- Overall Rating

Submissions may not be under consideration at other journals or conferences. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete the title page, all identification of the authors in the file properties, and track changes functions prior to submission. Use *Journal of Advertising* style to format citations.

When you upload a paper submission, you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit the papers.

## **SPECIAL TOPICS SESSIONS**

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers.

PREFERENCE WILL BE GIVEN TO PROPOSALS THAT ARE NOT SIMPLY A COMPILATION OF COMPETITIVE RESEARCH PAPERS BY DIFFERENT AUTHORS PUT TOGETHER IN A SESSION. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate for this topic?
- How closely is the topic linked to the conference theme?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

When you upload the special topics submissions you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal.

## **GENERAL REQUIREMENTS**

All submissions are to be submitted via the AAA Confmater website at <http://aaa.confmaster.net>.

If you've registered a paper submission at one of the AAA conferences since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://www.aaasite.org>.

To facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format.

Electronic submissions will be accepted beginning **October 31, 2016** and must be received no later than MIDNIGHT U.S. Eastern Standard Time, **November 30, 2016**.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aaasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the Confmaster website.

The contact person must also provide contact information (email, phone and fax) and check-mark keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.). Only individuals listed on the paper are eligible to present the paper at the conference.

**\*\*\* NOTE THAT ALL AUTHORS LISTED ON PAPERS/SPECIAL TOPICS PROPOSALS MUST REGISTER ON CONFMASER BEFORE THE PAPER CAN BE UPLOADED.**

Please direct your questions regarding papers or special topics proposals to the conference co-chairs:

Jisu Huh, Ph.D.  
Professor, Raymond O. Mithun Chair in Advertising  
School of Journalism & Mass Communication  
University of Minnesota, U.S.A.  
[jhuh@umn.edu](mailto:jhuh@umn.edu)

Morkazu Hirose  
Professor of Advertising & Marketing  
Faculty of Business Administration  
Tokyo Fuji University, Japan  
[morikazu.187@fuji.ac.jp](mailto:morikazu.187@fuji.ac.jp)

Mariko Morimoto, Ph.D.  
Associate Professor of Marketing  
Faculty of Liberal Arts  
Sophia University, Japan  
[morimoto@sophia.ac.jp](mailto:morimoto@sophia.ac.jp)



# **Announcements** (Call for Papers & Proposals)

***Journal of Advertising***  
**Special Issue:**  
**Advertising and Children**

**Guest Editor**

Michelle R. Nelson, University of Illinois at Urbana-Champaign

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Advertising and Children**.

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- \* Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- \* Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- \* Media literacy and persuasion knowledge of children
- \* Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- \* Consumer socialization of children
- \* New theoretical perspectives, such as the sociology of childhood, children’s lived perspectives, consumer culture theory, and children as active interpreters
- \* How children and their behaviors are represented in advertising
- \* Cross-cultural issues in advertising to children
- \* Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

## **Submission Guidelines**

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12000 words, including all references, tables, figures, and appendices.


**The submission deadline is January 30, 2018.**

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select “SPECIAL ISSUE: Advertising and Children” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

**Special Issue Guest Editor**

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign.

<https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at [JAadvertisingandchildren@gmail.com](mailto:JAadvertisingandchildren@gmail.com). 

# **Announcements** (Call for Papers & Proposals)

***Journal of Advertising***  
**Special Issue:**  
**Digital Engagement with Advertising**

**Guest Editors**

Shelly Rodgers, University of Missouri  
Esther Thorson, Michigan State University

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Digital Engagement with Advertising**.

## **Background**

The topic of digital engagement has received much attention in recent years but digital engagement and advertising has never been treated as a Special Issue topic in leading journals in the field. Digital engagement has become a buzz phrase and there is little consensus on how to define it. In marketing, digital engagement has often been addressed in terms of service-dominant logic or value co-creation, and there are numerous attempts to conceptualize and empirically examine these concepts (Brodie et al. 2011; Vargo and Lusch 2004). However, in light of apparent gaps, it is both challenging and interesting to address "digital engagement" or "digital customer engagement" in an advertising context.

In this Special Issue, digital engagement is broadly defined as Richard Sedley defined it: "repeated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand" (cited in Chaffey 2007). In this sense, digital engagement extends beyond the concept of advertising involvement and may include cognitive, emotional and/or behavioral aspects in the way that consumers choose to engage with advertising.

Indeed, digital engagement demands that a consumer takes action. However, many of the strategies and tactics of advertising are understood in the limited theoretical lens of Web 1.0 where consumers could read information on static websites but were unable to interact with it. Web 2.0, and even Web 3.0, represents a fundamental shift in how brand-related information is created, co-created and distributed, and how consumers play an active role in shaping the meaning of and circulating advertising, a concept that Jenkins, Ford, and Green (2013) refer to as "spreadability" (p. 3).

The result is that brand messages and digital contexts (e.g., Facebook, Twitter, brand sites, YouTube, etc.) that people choose to engage with are much more complex, and theories about how advertising "works" in light of these complexities are greatly needed.

## **Topics**

We welcome studies that advance the conceptualization and operationalization of digital engagement or digital customer engagement with advertising in a variety of digital environments, platforms, and applications. This may include new developments, theories, models, methods, frameworks and research. Potential research topics that may be addressed include (but are not limited to):

- Digital engagement with:
  - User-generated advertising
  - Consumer-manipulated brand messages
  - Behaviorally targeted messages
  - Consumer-shared brand messages
  - Native advertising
  - Advertising located in social media
- Digital engagement and advertising effectiveness
- Digital engagement in relationship to clutter/ad blocking/ad avoidance



- Customer co-creation perspectives on digital engagement and ads
- Context determinants of digital customer engagement
- Visual engagement and online advertising execution
- Digital engagement and the Internet of Things (smart signs, beacons, wearables, IoT data and personalization, proximity marketing, etc.)
- Measurements of digital engagement related to advertising
- Online advertising experience as it relates to digital engagement
- Impact of consumer motivations on digital engagement with advertising
- Antecedents and consequences of digital engagement with advertising
- Explorations of ethical norms regarding digital engagement

Approaches from a variety of perspectives are welcomed, including psychological, ethical, sociological, economic, political, or critical.

## References

- Brodie, Roderick J., Linda D. Hollebeek, Biljana Juric, and Ana Ilic (2011), "Customer Engagement Conceptual Domain, Fundamental Propositions, and Implications for Research," *Journal of Service Research*, 14 (3), 252-271.
- Chaffey, Dave (2007), "Customer Engagement Interview with Richard Sedley of cScape," *Smart Insights*, available at <http://www.smartinsights.com/customer-engagement/customer-engagement-strategy/customer-engagement-interview-with-richard-sedley-of-cscape/> (accessed May 3, 2016).
- Jenkins, Henry, Sam Ford, and Joshua Green (2013), *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York: New York University Press.
- Vargo, Stephen L., and Robert F. Lusch (2004), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (1), 1-17.

## Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA* at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no greater than 12000-13000 words (including references, tables/figures, and appendices).

### The submission deadline is April 30, 2017.

All manuscripts should be submitted through the *JA* online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during April 1-30, 2017. Authors should select "SPECIAL ISSUE: Digital Engagement with Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Digital Engagement with Advertising.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than July 2017 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Issue is Spring 2018.

For additional information regarding the special issue, please contact the guest editors at: [ja.digital.editors@gmail.com](mailto:ja.digital.editors@gmail.com) ✉

# **Announcements** (Call for Papers & Proposals)

## ***Journal of Interactive Advertising*** **Special Issue on Native Advertising: Theories and Practices**

*Submission Deadline: December 31, 2016*

**Guest Editor**  
Jooyoung Kim, University of Georgia

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Interactive Advertising* (JIAD) dedicated to Native Advertising.

### **Background**

Native advertising is one of the fastest-growing interactive advertising placement strategies today and is viewed as a way to cut through a highly cluttered online media environment. By inserting native advertisements, broadly defined as “paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong” (Interactive Advertising Bureau 2013, p. 3), advertisers believe the strategy may increase the chance of ad exposure and engagement. As it has become one of the hottest topics among media and advertising practitioners, online companies, such as Google, Facebook, and Amazon, have structured their platforms to help advertisers effectively place native advertisements. This increasing interest in native advertising has also heightened critical concerns around the strategy due to its potential to misguide and even deceive consumers by placing ads that are often indistinguishable from editorial content (Wojdyski and Evans 2016).

Despite the high interest and growing concerns, little scholarly attention has been given to the various aspects of this strategy, which has resulted in confusion regarding the conceptual grounding and strategic direction of this approach. This lack of knowledge can potentially lead to attribution errors of advertising effects.

Responding to this critical need, the JIAD special issue solicits research articles focusing on native advertising from various points of view, including the theoretical, strategic, and ethical implications for scholars and practitioners. The primary goal of this issue is to open a scholarly forum to build theories that address the how, when, and why of native advertising’s effectiveness. In addition to this goal, the special issue is also seeking ethical explorations of the topic that can provide useful policy implications.

### **Topics**

Potential research topics may include, but are not limited to:

- Information-processing of native advertisement
- Native advertising and ad engagement
- Native advertising and ad avoidance
- Native advertising in a trans-media environment
- Native advertising’s influence on media
- Native advertising’s effect on brands advertised
- Consumer characteristics and native advertising effects
- Emerging media and native advertising
- Digital analytics for native advertising
- Physiological measures to assess the effects of native advertising
- Neuro-scientific approach for understanding how native advertising works
- Multi-cultural strategies for native advertising
- Ethical considerations and policy implications for native advertising

## Guidelines for Submissions


All manuscripts for the special issue should follow JIAD formatting guidelines (available on the journal's web site: <http://www.tandfonline.com/toc/ujia20/current>.) and should be submitted via the ScholarOne online submission system <https://mc.manuscriptcentral.com/ujia>. The deadline to receive manuscripts is December 31, 2016. Authors should select "SPECIAL ISSUE: Native Advertising: Theories and Practices" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Native Advertising.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than April 1, 2017 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Issue is Fall 2017.

For additional information regarding the Special Issue, please contact the guest editor.

Jooyoung Kim, Ph.D.  
Department of Advertising and Public Relations  
Grady College of Journalism and Mass Communication  
The University of Georgia, Athens, GA 30602, USA  
E-mail: [jkim@uga.edu](mailto:jkim@uga.edu)

## References

- Interactive Advertising Bureau (2013), "The Native Advertising Playbook: Six Native Ad Categories, Six Marketplace Consideration, and IAB Recommended Disclosure Principles," available at <http://www.iab.com/wp-content/uploads/2015/06/IAB-Native-Advertising-Playbook2.pdf> (accessed June 21, 2016).
- Wojdyski, B. W., & Evans, N. J. (2016). Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising. *Journal of Advertising*, 45(2), 157-168. 



## **Announcements** (Call for Papers & Proposals)

### ***Journal of Advertising Education* Seeks Papers for Special Issue on Diversity**


The Fall 2017 issue of *Journal of Advertising Education* will be guest-edited by advertising scholar Osei Appiah and will feature research, teaching innovations and commentary on diversity in advertising education.

**Guest Editor's Call:** It is important for advertising educators and scholars to be more intentional in addressing issues of diversity in the classroom and in their research, particularly given the rapidly growing population of diverse groups. Currently, there seems to be an absence of published research about diversity in advertising-related journals. This absence may inaccurately communicate that the field undervalues diverse segments' significant role in the marketplace. The *Journal of Advertising Education* is addressing this dearth of diversity-related research by dedicating a special issue to this noteworthy topic.

JAE is seeking manuscripts for a special issue on diversity to advance our understanding and provide insights related to advertising education, teaching and research. Diversity encompasses a wide array of categories, including race/ethnicity, gender, religion, and sexual orientation.

This special issue aims to publish original essays, thought pieces, surveys, in-depth interviews, experimental and other empirical research pertaining to a broad range of topics related to diversity and advertising education including teaching, curriculum, pedagogy, leadership, advising, careers in advertising or advertising students.

**Submission Process:** Manuscripts should follow the style format of the Publication Manual of the American Psychological Association (6th ed.). A title page should be provided with author and contact information, followed by a separate page containing a brief abstract of no more than 120 words. Papers should be no longer than 30 double-spaced pages (including references, tables, etc.).

**Paper Deadline:** For full consideration papers must be received by **May 1, 2017**. Please send papers to guest editor Osei Appiah at [appiah.2@osu.edu](mailto:appiah.2@osu.edu) or <mailto:appiah.2@osu.edu>. For more information or questions contact Osei Appiah and include JAE-Diversity Issue in the subject line. 

# **Announcements** (Call for Papers & Proposals)

22<sup>nd</sup> International Conference on Corporate and Marketing Communications (CMC)  
University of Zaragoza (SPAIN), 27-28 April 2017

## **Social Media and Corporate Marketing Communications**

**Deadlines:** Submission: December, 15th 2016

Early registration: February 15th, 2017

**Conference website:** <http://cmc2017.unizar.es>

**Contact** [contact.cmc2017@gmail.com](mailto:contact.cmc2017@gmail.com)

**Manuscript submission:** [manuscript.cmc2017@gmail.com](mailto:manuscript.cmc2017@gmail.com)

### **Conference Chair:**

Dr. Carlos Flavian, Faculty of Economics and Business Studies

University of Zaragoza, Gran via 2, 50.005 Zaragoza, SPAIN [cflavian@unizar.es](mailto:cflavian@unizar.es)

### **Conference Tracks:**

#### **Corporate Communications**

- Corporate communications
- Corporate identity, image, reputation
- Integrated corporate communications
- Corporate branding
- Communication to stakeholders
- Public relations perspectives
- Managing organizational identification
- Internal communications
- Organizational, business communications
- Internal branding
- Non-profit and voluntary sector branding
- Brand experience and co-creation

Destination branding

#### **Marketing Communications**

- Integrated marketing communications (IMC)
- Advertising, direct marketing, sales promotion and public relations
- Communications efficacy and effectiveness
- Branding and brand management
- Rebuilding trust in brands
- B2C; B2B; B2E; B2G communications
- Measuring attitudinal/behavioural response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- Excellence in marketing communications

#### **Interactive and Multichannel Communications**

- Communication, interaction, integration
- Relationship and retention marketing
- Internet as a promotion tool or media
- Web advertising effectiveness
- The antecedents of web performance
- Building customer relationships online
- Permission marketing – critical issues
- Web visits measurements – concerns
- Online marketing communication research
- Viral marketing and eWOM
- Mobile marketing
- Multichannel contacts and strategies
- Organizations response to negative eWOM

#### **Related Areas**


- Ethical issues of marketing communications
- Critical views on corporate communications
- Communicating and reporting about CSR
- Communications research methods
- Rhetoric, semiotics in communication
- Evaluating communication effects
- Knowledge management and Communication
- Communication in times of economic crisis
- Gaining consumer advocacy
- Cross-cultural analysis

### **Contributions:**

This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review, and ideas for special session proposals are welcome.

Prizes will be awarded for the best competitive paper and for the best working paper 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). We are also working on special issues of other journals in connection with the conference (TBA).

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the *Spanish Journal of Marketing-ESIC* (SJME). 



# **Announcements** (Call for Book Editor)

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## **J o u r n a l o f A d v e r t i s i n g E d u c a t i o n**

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A publication of the Advertising Division  
Association for Education in Journalism  
and Mass Communication

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### **Call for Book Editor**

The *Journal of Advertising Education* is seeking a book editor for a three-year renewable term beginning January 2017.

The *Journal of Advertising Education* is a peer-reviewed academic journal dedicated to research and commentary on instruction, curriculum and leadership in advertising education. In addition to traditional research, the journal publishes articles and opinion pieces; teaching innovations and evaluation; reports and book/software reviews. The journal is printed and mailed to subscribers twice per year (May and November).

The role of the book editor is to provide edited content for the book review section of each issue of *JAE*. This person will interface with book publishers to obtain copies of soon-to-be published or newly published books about advertising, advertising education and other related topics that the book editor believes to be of interest to *JAE* readers. The book editor will then solicit qualified reviewers for selected books and evaluate, revise and edit all written reviews prior to publication. The book editor may author book reviews from time to time. He/she will have sole discretion over which books and which reviews are published in *JAE*, and will deliver final edited copy to the *JAE* editor on March 15 and September 15 each year.

The ideal candidate will:

1. Enjoy identifying, reading and writing about academic books/software that are in keeping with the mission of *JAE*.
2. Be a member of the AEJMC Ad Division and be familiar with the journal's content and style.
3. Possess excellent written communication skills.
4. Have adequate time available to produce an average of three reviews per issue.
5. Work closely with the editor of *JAE*.

Interested applicants should contact Jami Fullerton at [jami.fullerton@okstate.edu](mailto:jami.fullerton@okstate.edu) or at 918-594-8579 before December 1, 2016 for full consideration. 

## **Announcements** (Journal of Advertising)



### ***Journal of Advertising* Virtual Special Issue on the Role of Affect in Advertising**


The *Journal of Advertising* is pleased to announce the Virtual Special Issue on the **Role of Affect in Advertising**. Dr. Sela Sar of the University of Illinois at Urbana-Champaign has reviewed the issues published between 2005 and 2016 in the Journal and compiled a list of 10 most important articles in this area.

The selected articles examined the effects of both valence (i.e., positive vs. negative) and discrete emotions in the advertising of various topics that range from brand advertising to health and socially caused advertising. Each of the selected articles presents a unique contribution to our understanding of the role of affect in advertising.

For more information on the Virtual Special Issue on the **Role of Affect in Advertising**, please click this link:

<http://explore.tandfonline.com/content/bes/ujoa-vsi-affect-intro/ujoa-vsi-affect>

We offer free access to the articles until October 31, 2016

For any inquiry regarding this virtual special issue: Dr. Sela Sar, [selasar@illinois.edu](mailto:selasar@illinois.edu) 

## **Announcements** (Job)



DePaul University, Chicago

### **Open Rank Faculty Position in Public Relations**

The College of Communication at DePaul University invites applicants for an open rank **Assistant, Associate, or Full Professor of Public Relations** to begin August 2017. We seek a colleague with a strong commitment to excellence in both teaching and research, and the drive to help us raise DePaul's national profile in public relations education. Applicants with demonstrated success in working with diverse student bodies are strongly encouraged to apply.

The successful candidate will join a dynamic team of faculty who direct and support expanding B.A. and M.A. degree programs in Public Relations and Advertising. For the past three years in a row, *PRWeek* has named the program one of the top five programs in the United States including second place nationally for 2016. DePaul is located in the heart of Chicago, the nation's third largest media market, providing unparalleled opportunities to forge strong working relationships with key industry professionals and offering students cutting-edge, pre-professional training. Excellent research and teaching support includes internal grant opportunities and the college's own academic advising and instructional design staff. Salary is competitive and commensurate with experience.

**Qualifications:** The successful candidate will have the ability to teach core courses in Public Relations such as Principles of Public Relations, Research Methods, and Public Relations Campaigns for both undergraduate and graduate students. Applicants may offer other areas of teaching specialization such as digital/social, design applications, corporate communication, international/global communication, Latino media and communication, and health communication. Candidates must have a doctoral degree in public relations, mass communication, or a related field by the time of appointment. ABD candidates will be considered. Prior teaching experience in public relations at undergraduate and graduate levels is preferred, and professional industry experience is highly desirable, as is a willingness to contribute to program leadership and development.

**Application Process:** Apply using the online application form: <https://facultyopportunities.depaul.edu>. You will need to provide: 1) a letter of application that addresses your interest in and qualifications for the position; 2) a current CV; and 3) three letters of recommendation. Questions may be directed to the search chair, Rajul Jain, Ph.D., DePaul University, College of Communication, 1 E. Jackson Blvd, Chicago, IL 60604 (Email: [rjain6@depaul.edu](mailto:rjain6@depaul.edu), phone: 312-362-8910). **Review of applications will begin October 1, 2016 and will continue until the position is filled.**

*DePaul University is committed to diversity and equality in education and employment.* 



# **Announcements** (Job)



University of Alabama

## **APR Tenure-Track Faculty Position**

The Department of Advertising and Public Relations at The University of Alabama seeks an outstanding faculty member for a tenure-track assistant professor position with a **potential start date of August 2017**.

**Research:** An earned doctorate in advertising, integrated marketing communication or related field is required by date of appointment. Applicants must demonstrate strong potential to establish and maintain a scholarly research program. Because our departmental mission is to "shape the future of global advertising and public relations," we welcome diverse research perspectives, an understanding of the changing media environment, and entrepreneurial, leadership-focused thinking.

**Teaching:** UA is a student-centered research university. It is preferred that candidates have teaching experience and be able to successfully engage students in the classroom. Applicants must display an ability to be an active and involved member of a highly collaborative faculty team. An understanding of the strategic foundation of advertising is necessary, and applicants with professional experience in this area will be particularly strong candidates. Primary teaching assignments will include advertising strategy courses, such as research methods, consumer insights, advertising account planning and media planning. Secondary assignments could include creative advertising development courses, dependent upon department's needs and candidate's skills. The APR department houses a master's program and participates in a college-wide doctoral program.

The Department of Advertising and Public Relations is nationally recognized with more than 40 years of achievement by leading scholars and a highly competitive AAF National Student Advertising Competition team. Student work has been exhibited during The One Club for Art & Copy's Creative Week in New York. The department is a frequent finalist in PRWeek's Education Program of the Year. The University of Alabama is an Equal Opportunity/ Affirmative Action Employer.

To apply: Upload an application, resume and cover letter for the **assistant-level position** at: <http://facultyjobs.ua.edu/postings/38809> and mail three letters of recommendation to:

APR Search Committee  
Attn: Dr. Lance Kinney  
University of Alabama  
Box 870172  
Tuscaloosa, AL 35487-0172

**Application review begins immediately and will continue until the position is filled.** Questions regarding the search should be directed to [kinney@apr.ua.edu](mailto:kinney@apr.ua.edu). 

# **Announcements** (Job)



University of Alabama

## **APR Tenure-Track Faculty Position**

The Department of Advertising and Public Relations at The University of Alabama seeks an outstanding faculty member for a tenure-track associate professor position with a **potential start date of August 2017**.


**Research:** An earned doctorate in advertising, integrated marketing communication or related field is required by date of appointment. Applicants must demonstrate strong potential to establish and maintain a scholarly research program. Because our departmental mission is to "shape the future of global advertising and public relations," we welcome diverse research perspectives, an understanding of the changing media environment, and entrepreneurial, leadership-focused thinking.

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To apply: Upload an application, resume and cover letter for the **associate-level position** at <http://facultyjobs.ua.edu/postings/38529> and mail three letters of recommendation to:

APR Search Committee  
Attn: Dr. Lance Kinney  
University of Alabama  
Box 870172  
Tuscaloosa, AL 35487-0172

**Application review begins immediately and will continue until the position is filled.** Questions regarding the search should be directed to [kinney@apr.ua.edu](mailto:kinney@apr.ua.edu). 

# Announcements (Job)



## **Southern Methodist University**


### **Assistant Professor of Advertising**

The Temerlin Advertising Institute (TAI) at SMU (<http://temerlin.smu.edu>) is hiring a tenure-track faculty member to start in August 2017, or sooner. We are looking for candidates with a strong program of research that has potential for national and international visibility in advertising or related fields. Expertise in all areas of advertising will be considered. Senior assistant faculty members with a strong track record of research are encouraged to apply. While an appointment at the rank of assistant professor tenure track is anticipated, extraordinary candidates at all levels will be considered. Housed in a private university with a multi-million dollar endowment, TAI is located in the Meadows School of the Arts with approximately 150 undergraduate and 20 graduate students in advertising. The faculty consists of outstanding scholars who are research active, have published in all the top advertising journals, and sit on editorial review boards. In 2013, the *Interactive Advertising Bureau* named TAI a top 5 Digital Marketing or Advertising program and we are seeking to build further.

**MINIMUM QUALIFICATIONS:** Ph.D. in advertising, marketing, communications, or related field. ABD will be considered if there is significant promise of completion. Industry experience; experience teaching advertising related courses; research and/or creative scholarship exhibited or disseminated in refereed journals is highly desirable.

**SALARY:** Commensurate with experience and qualifications.

**STARTING DATE:** August 2017 or sooner.

**APPLICATION:** Please send electronic applications. Send (1) a letter of application highlighting qualifications, (2) curriculum vitae, and (3) three recommendation letters to [taisearch@smu.edu](mailto:taisearch@smu.edu). Additional materials may be requested at a later time. Please direct any questions to Dr. Hye Jin Yoon, Search Committee Chair, [hjyoon@smu.edu](mailto:hjyoon@smu.edu). Review of applications begins September 1, 2016, but will be accepted until the positions are filled. 



# **Announcements** (Job)



## UNIVERSITY OF MINNESOTA

University of Minnesota, Twin Cities

**Assistant Professor | Strategic Communication – Advertising  
School of Journalism and Mass Communication  
College of Liberal Arts**

The School of Journalism and Mass Communication (SJMC) in the College of Liberal Arts at the University of Minnesota, Twin Cities invites applications and nominations for a tenure-track faculty position focused on advertising research and scholarship. This is a probationary (tenure-track) faculty position at the rank of assistant professor leading to the possible conferral of indefinite tenure. This is a 100%-time position over the nine-month academic year (late-August to late-May) beginning fall semester 2017 (08/28/2017).

### **About the Position**

Successful candidates for this position will demonstrate a commitment to sustaining a vigorous program of high-quality empirical research and publication in top-tier journals with potential for external funding; show promise of excellence in graduate-level teaching and advising (both M.A. and Ph.D.); demonstrate the capacity and commitment to develop and teach introductory and advanced undergraduate courses such as digital advertising strategy and data analytics, account planning, principles of strategic communication, strategic communication research, strategic communication campaigns, case studies, management. Successful candidates will also demonstrate capacity and commitment to contribute successfully to institutional and professional service.

Salary is competitive and will depend on the candidate's qualifications and experience, consistent with school, college, and university policy. This position is eligible for the University of Minnesota's standard benefits package available to benefits-eligible faculty and academic staff. This position is eligible for faculty travel funding provided by the School of Journalism and Mass Communication, for purposes of engaging in scholarly research and/or attending professional or scholarly conferences.

### **Qualifications**

Successful candidates will demonstrate promise of developing a program of high-quality empirical research in advertising; teaching excellence both at the graduate and undergraduate levels; and a capacity for, and commitment to, establishing linkages with the profession and related academic departments. Ongoing outreach to regional, national or international professional communities is expected.

Applicants must hold a Ph.D. in Mass Communication, Advertising, or a closely related field by the date of appointment. Advanced ABD's may be considered for appointment at the rank of tenure-track instructor with the stipulation that the Ph.D. is conferred in the first year of the appointment. Meaningful professional experience in advertising or a closely related field is highly desirable.

Candidates will be evaluated according to the overall quality of their academic preparation, the relevance of their research to the department's academic priorities and the field of inquiry, the quality of that research, evidence of commitment to teaching and skills as a teacher, interest in establishing relationships with the professional community, and strength of recommendations.

## About the School of Journalism and Mass Communication

The [School of Journalism and Mass Communication](#) at the University of Minnesota is part of the College of Liberal Arts and is accredited by the Accrediting Council for Journalism and Mass Communication. Founded in 1922, the School has been ranked in several national surveys as among the foremost journalism schools in the United States.

SJMC is ideally situated in one of the nation's most dynamic and creative metropolitan regions. The Twin Cities region is home to major media institutions, strategic communication (advertising, public relations, interactive/digital communication) firms, and Fortune 500 companies. This allows SJMC to forge innovative partnerships and collaborations between industry and academe in both research and teaching.

The strategic communication major prepares students for careers in advertising, public relations, and corporate, non-profit, health, and advocacy communications. Students develop the tools that are essential to public relations and advertising careers and learn to craft messages and campaigns about product, brand, company, services, and information across multiple media platforms. Professional strategic communication provides students with skills in writing, strategic messaging and teamwork that are transferable to a wide range of careers.

## How to Apply

Applications must be submitted online through the University of Minnesota's employment system.

To be considered for the position, please visit the *Find a Job* page of the University of Minnesota Office of Human Resources website, at <http://humanresources.umn.edu/jobs>.

- Click the appropriate button under *To Apply for Jobs*
- Search for Job Opening ID: 311575
- Search for Jobs Posted Within: Anytime

Please refer to the job posting for a complete position description and application instructions. To be considered for the position, candidates must complete an online application and attach (1) a cover letter describing their interest in the position, research and teaching interests, and qualifications and experience, and (2) a current curriculum vitae. A list of references may be attached as an additional document through "My Activities" page.

Additional materials may be requested at a future date. Additional documents can be attached after the initial application by accessing the "My Activities" page and uploading documents there.

In addition to the materials submitted online, please arrange to have letters of evaluation from three references sent directly to the School of Journalism and Mass Communication, by email (pdf attachment) to [sjmc@umn.edu](mailto:sjmc@umn.edu). No postal submissions will be accepted.

**Review of applications will begin October 17, 2016** and continue until the position is filled. Nominations of outstanding potential candidates for this position are welcome.

If you have questions about the position or the application process, please call the SJMC at 612.625.1338. 