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## President's Column

### Holiday Greetings and Year-End Updates from AAA

by Jisu Huh (University of Minnesota)

**W**arm greetings from Minneapolis!

Hope this newsletter finds you well and your fall semester is winding down nicely.

I just returned from the AAA Executive Committee (EC) fall meeting, where all AAA officers gathered to discuss important issues and decide follow-up actions regarding various initiatives and projects that we began earlier this year. As I write this column, I'm filled with excitement about sharing with you all the wonderful things happening in AAA.

One of the most important and exciting decisions the EC made at this meeting was selecting a firm for redesigning and maintaining our website. This project has taken a long time and the Communication Committee has worked hard for several months, identifying suitable candidates, soliciting bids, reviewing submitted proposals, and drawing the committee's recommendation. We received four bids from diverse website designers/firms and have decided to hire Arden Solutions for the job. They will redesign the website with enhanced navigational structure, and, more importantly, overhaul the backend membership database, login management, payment management, and membership email system, to improve your experience accessing information on the website, joining or renewing membership, following social media, and registering and planning for conferences. If all goes well, the new and improved website will be revealed to the members at the Boston conference in March.

As we approach the end of the year, I'd like to bring your attention to a very important matter of electing our new officers for the 2017-18 term. As you know, following the recent constitutional amendment changing the officers' term from the calendar year to the annual conference cycle-based year, the officer transition will occur during each year's annual conference – more exactly, at the Friday Members' Meeting. With this change, we have made adjustment to the election timeline.

I'm sure you recall receiving an email and reminders from Past-President Karen Lancendorfer requesting you send in your nominations for various offices, including President-Elect, Vice President, and Secretary.

**Let me take this opportunity to remind you one more time that we need your active involvement and help with the officer election.** All nominations are due no later than **Feb. 1**. I hope you will spend some time to think about who among our members would be outstanding



Jisu Huh

candidates for taking leadership roles for AAA and would likely do an excellent job for our organization, and submit your nominations. Please email all nominations to Karen Lancendorfer at [karen.lancendorfer@wmich.edu](mailto:karen.lancendorfer@wmich.edu).

If you're wondering what happens after you submit a nomination, here's a brief description of the procedure: The Past-President, as chair of the Nominations Committee, compiles a list of possible candidates for each office from member nominations and suggestions from other members of the Nominations Committee. The Past-President will discuss all candidates with the other members of the Nominations Committee and reach agreement on who will be asked to run for each office. As per the AAA constitution, anyone that has 10 nominations will automatically be put on the ballot for the particular office. We expect that the slate of candidates' names will be announced in late February via email, and the officer vote will be held from March 1 through March 15. So, look out for those emails and cast your vote!

I believe this is familiar information and procedure to many of you but not so for many others. I've received questions from some of our members asking me about the general procedures for officer nominations and election. While I'm always happy to offer answers to those questions, I thought it would be extremely helpful to make our Policy Manual more easily accessible by all members who might have similar questions but never asked. Thus, in order to better inform our members and to enhance transparency, we have posted the up-to-date [AAA Policy Manual](#) on our website. This document includes all the detailed information and policies regarding the organization's officers and committees, various awards and grants, finances, conference planning and management, and publications, among other things. You will be able to find clear answers to most of your questions regarding various aspects of AAA from this document. Please note that the Policy document is a working document and will be updated as often as needed. I'm also happy to answer any questions from members.

It's hard to believe, but the 2017 AAA Annual Conference is only a little over three months away! Conference planning work is going smoothly and, by the time you're reading this column, decisions for research papers and special topic session proposals will have been made, and we will get busy again developing the first draft of the conference program. Alongside the Boston conference planning, the paper and proposal review process for the AAA Global Conference in Tokyo will be under way. I'll be writing more about the Tokyo Global Conference in my March 2017 column.

From a quick glance at the number and quality of submissions

for the 2017 conference, I can feel that the Boston conference will be another successful one, stimulating many discussions about the innovative research and ideas presented. Particularly, I'd like to draw your attention to the three superb pre-conference events planned for Thursday, March 23.

The first half-day pre-conference event in the morning (full title: Market Research, Consumer Insight, and Creativity) addresses increasingly difficult challenges facing today's advertising educators teaching advertising/marketing research courses, stemming from the industry transformation and a new generation of students with different experiences and expectations. This event will present the most important and disruptive trends in the market research industry, share major challenges and opportunities faced by educators and professionals, and propose solutions for dealing with the challenges and maximizing new opportunities. This event will gather industry experts and educators together and open important dialogues among the panelists and with the attendees.

The second half-day pre-conference event in the afternoon focuses on computational advertising (full title: Toward a New Discipline of Computational Advertising). It aims at examining the fundamentals and application of computational advertising by answering important questions for both advertising teaching and research. A variety of questions will be explored by expert panelists from both academia and the industry and discussed between the panelists and session attendees. As suggested by speakers at the 2014 AAA pre-conference on big data in Atlanta, there is an urgent need to offer computational advertising courses for our students. If the attendance record of the 2014 big data pre-conference is any indication, I believe this computational advertising pre-conference will again attract a large crowd.

The third pre-conference is something I'm especially enthusiastic about, because it is specifically designed for engaging and benefiting our youngest members, who are the future of AAA and our field – our graduate students. You may recall that, in my column in the September issue, I briefly mentioned the possibility of potential joint projects between AAA and the European Advertising Academy (EAA). I am very happy to report that we're going to offer the first AAA-EAA joint pre-conference event, AAA/EAA Joint Doctoral Colloquium. This event is proposed by collaboration between AAA and EAA members and building on the success of the same type of pre-conference event at the EAA's International Conference on Research in Advertising. I hope that many doctoral students will participate and many faculty members will help promote this event among their students and encourage them to join the AAA and

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# Research Feature

## Special Journal Issue Tackles Native Advertising

by Bartosz W. Wojdyski (University of Georgia) & Guy J. Golan (Syracuse University)

Digital media advertising spending continues to grow, poised to overtake television advertising in the coming years. As advertisers seek to combat ad blockers and consumers' propensity for avoiding display advertising, a rapidly increasing percentage of digital ad spending is being directed to native advertising.



Bartosz W. Wojdyski

Native advertising serves as a tool for advertisers to draw viewership and legitimacy in the online space. The ads take the same form as regular content within a publication or platform, and can vary in format from social media posts to sponsored news stories and branded viral videos.

These ads all seek to capitalize on consumers' expectations of quality content from publishers and platforms they trust. However, because advertisers and publishers work together to make native content blend seamlessly with editorial content in topic, style, and design, the practice has raised concerns about the potential for consumers to be deceived by this content and about long-term effects on consumers' trust in the publisher – particularly in the case of sponsored news articles.

This month, we had the pleasure of guest-editing a special issue of *American Behavioral Scientist* where we define native advertising as: "the practice by which a marketer borrows from the credibility of a content publisher by presenting paid content with a format and location that matches the publisher's original content" (Wojdyski & Golan, 2016, p. 1403).

[The special issue](#) was dedicated to empirically examining the impact of native advertising on consumers, as well as implications for practitioners in the fields of news,

advertising, and public relations. The issue includes seven recent research studies involving native advertising. A number of key findings highlight the issue:

### Labeling of Native Advertising

The effects of native advertising on consumers' perceptions of the publisher and advertiser largely dependent on how well its labeled.

The U.S. Federal Trade Commission mandates that sponsored content should be labeled in a clear and appropriate manner. Yet [one study revealed](#) that the logos used to denote native advertisements can confuse readers. The presence of a company's logo in a native advertising disclosure is often perceived as a stand-alone advertisement while the following content is not. Thus, even when native advertising labels meets government and industry standards, they can still be deceptive.

### Audience Response

Several studies in our issue reinforced earlier findings showing that consumers' recognition of native advertising leads to less favorable outcomes for the publisher and advertiser. [One study](#) showed that when sponsored content in blog posts was disclosed, consumers were more likely to use resistance strategies to decrease persuasion. However, the news for advertisers isn't all bleak.

[Further research revealed](#) that consumers don't necessarily mind ads that are nonintrusive. Advertisements that were perceived as nonmanipulative or nonintrusive were found to create a more positive reaction in readers. [Another study](#) showed that intrusiveness also matters when it comes to the inclusion of brand or products in entertainment content. Integration of the brand into the narrative plays a role in how intrusive consumers view the advertiser to be. Finally, another study found that the presence of sponsorship disclosures in in-depth longform sponsored news article did

#### Bartosz W. Wojdyski Bio:

Bartosz W. Wojdyski is an assistant professor at the Grady College of Journalism and Mass Communication, and the director of the Digital Media, Attention, and Cognition (DMAC) Lab. His research examines how digital message design variables shape information processing behavior and outcomes. He has published or in-press articles on native advertising and disclosures in [Journal of Advertising](#), [American Behavioral Scientist](#), and [Journal of Consumer Affairs](#).



not affect consumers' evaluations of the brand or perceptions of article credibility.

## Impact on Credibility of News Publishers

One of the biggest concerns about native advertising is its effect on consumers' perceptions of the credibility of news publishers. A free press is often regarded as one of the pillars of democracy. But if news becomes indistinguishable from advertising, can the press really be free?

In-depth qualitative interviews of 56 journalists, advertisers, and public relations executives [revealed](#) that all three professions shared ethical concerns about native advertising.



**Guy J. Golan**

Thus, the deceptive nature of native advertising is viewed as a contributor to the declining status of journalism's credibility. When

people can't distinguish an iPhone ad from an editorial, the press' function as a public watchdog is severely threatened.

## Solutions


The preponderance of evidence to date suggests that many consumers fail to recognize online native advertising.

One possible solution to this problem is helping consumers develop native advertising literacy. [Researchers found that](#) consumers who were primed to recognize native advertising were better able to identify it and less likely to be persuaded by it.

Thus, educating consumers people about the tactics used in contemporary online advertising could curve some of its nastier effects. With [fewer than 1 in 10 people](#) currently able to recognize native advertising, efforts should be taken sooner rather than later.


As the growing body of scholarship on native advertising continues to develop and expand, mass communication

scholars further their examination of the native advertising phenomenon and its numerous implications on theory and practice.

We hope that you have a chance to check out the special issue, and that some of the findings prove useful to you in your own work! We welcome your feedback and your thoughts. 

### Continued from page 2.

this pre-conference event. If you're interested in learning more about these pre-conference events and want to consider them for your Boston conference trip planning, please make sure you read the special feature articles about them in this newsletter.

Closing this column, I think ahead about December. Winter will be upon us and holiday celebration will be on our minds. As we enter this season of holidays and celebration and time of thanks, I count many blessings I've had serving as the president of the AAA. Thank you for the opportunity of serving you this past year. I hope your year has also been filled with many successes and blessings, and wish you and your family a very happy holiday season and fabulous 2017! 

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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 **Jan. 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

### Guy J. Golan Bio:

Guy Golan is an associate professor of public relations and public diplomacy at the S.I. Newhouse School of Public Communications at Syracuse University. His research explores the manner in which governments engage foreign publics for the purpose of gaining support for their foreign policy objectives. His interest in native advertising was sparked by his research on the use of advertorials by the Russian government. These studies were published in the [International Journal of Communication](#) and in [Public Relations Review](#).

# Teaching Feature

## Breaking the Myth: Engaging Students in Large Classes

by Sidharth Muralidharan (Southern Methodist University)

One of the most important objectives as a teacher is to make sure students 'learn' from my courses and can apply it not only in future advertising classes but also in their professional careers. I taught 'Survey of Advertising' for two years and it was a large class consisting of 120 students. Initially the students were tested on the acquired knowledge of the concepts over four exams (multiple-choice), which decided their final grade. However, after my first semester I found that exams only painted one side of the picture and more evaluative indicators were required. Survey of advertising is the first class where students get exposed to advertising and my role is to get students interested not only in the concepts but also to minor or major in our program.



Sidharth Muralidharan

To enhance understanding and recollection of the concepts I wanted to stimulate group discussion among students both inside and outside of class. Before my second semester, I made it a point to add new activities to keep the class fresh and interesting.

### Mini-Group Assignments

The first addition I included was six 'mini-group assignments' as part of their final grade. The objective of the group assignments was for students to learn advertising concepts in a group setting (outside of class), which would further enhance in-class discussion. Following the class roster, students were placed in groups of three in the beginning of the semester. After the relevant chapter was taught, instructions were posted on Blackboard regarding the assignment. For example, after covering a chapter on the social and cultural impact of advertising, students were

provided with a link to Jean Kilbourne's 'Killing Us Softly-4' through the SMU library. After watching the documentary, they were instructed to select a magazine ad that conformed to Kilbourne's ideas and, in a page, substantiate their selection with information from the textbook and the video. I found that this exercise gave students the opportunity to apply the theoretical ideas taught in class, which furthered their understanding of the concepts.

### Blog Entries Using WordPress

The second addition was to introduce blogging. In his book 'Teaching Naked' José Bowen (2012), former dean of the Meadows School of the Arts (SMU), highlighted the importance of technology (esp. social media) in classrooms and emphasized the value of face-to-face interaction between faculty and students. He explained that technology was most effective when used outside of the classroom and in doing so students were more prepared to engage in meaningful discussions with the faculty. This motivated me to implement one of his ideas.

I included *WordPress* blog entries as part of the final grade and the same student groups were asked to post a total of five recent articles from trade publications like *Advertising*



*Age* and *Ad Week* on designated dates throughout the semester. The objective of this exercise was for students to discuss and stay up-to-date on the current trends and innovative

practices in the advertising industry. Accompanying the syllabus was a WordPress tutorial, which my teaching assistant helped create. In a step-by-step manner it outlined instructions, which included snapshots, from how to create an account to how to post entries on the class blog page. In addition to providing the link to

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### Sidharth Muralidharan Bio:

Sidharth Muralidharan is an assistant professor of advertising at the Temerlin Advertising Institute (Southern Methodist University) and currently teaches undergraduate ('Advertising Ethics') and graduate ('Advertising as a Cultural Force' and 'Social Responsibility and Entrepreneurship') courses. His primary research interests are on cross-cultural and pro-social advertising with an emphasis on emerging markets like India and China, while secondary research interests include social media and online advertising.

# Special Topic I

## A Modern Ad Program Can't Be Located in an Ivory Tower

by Harsha Gangadharbatla (University of Colorado Boulder) & Jonathan Schoenberg (TDA\_Boulder)

For nearly 20 years there has been a meaningful and symbiotic relationship enjoyed by The University of Colorado and the Boulder advertising community. As Boulder has become a notable ad town CU-Boulder has become one of the very best in the country.



Harsha Gangadharbatla

The ad industry has changed and with it, universities need to examine what a truly modern ad program could look like. Undergraduate advertising degrees should be informed by desired industry skills and professionals. We've identified seven things that ad programs could do as they train students to enter the brave new creative workforce.

### 1. Embrace Change

The first thing ad programs can learn from ad agencies is to embrace change. The only thing constant in this world is change, right? Change for universities will come in many forms ranging from new modes of instruction to increased tuition, affordability and, ultimately, the efficacy of a college degree. In addition, for ad programs, the evolution of media and the advent of new technologies, rise of programmatic, role of big data, the blurring of lines among ad, PR and journalism, and the impending crisis of capitalism will all present challenges (and opportunities). And the first step toward addressing these changes is to accept them. So, ad programs, say it out loud and embrace it—change is inevitable.

#### Harsha Gangadharbatla Bio:

Harsha Gangadharbatla is the Founding Chair of the Department of Advertising, Public Relations and Media Design in the College of Media, Communication and Information at the University of Colorado Boulder. Prior to that, he was an associate professor of advertising in the School of Journalism and Communication at the University of Oregon. His research interests lie at the intersection of technology, business, and communication. He has authored (or co-authored) over 40 publications and his work has been published in the *Journal of Advertising* and the *Creativity Research Journal* among others. He holds a BE in Electrical Engineering from National Institute of Technology (India), an MA in Advertising from Michigan State University, and a PhD in Advertising from the University of Texas at Austin. He can be found on Twitter sometimes rambling about work, advertising, and life as @gHarsha.

### 2. Be Nimble and Fast

Now that you have embraced change, the next step is to be nimble and fast. Of course, this is easier said than done. There are numerous small to mid-sized agencies that are great at adapting to a rapidly changing world. Smaller ad programs can learn a lot from their "fail harder, iterate relentlessly and permanent beta" mindset. It is going to be hard for larger programs with thousands of students and dozens of comfortably tenured faculty members. However, what big programs could do is what the monolithic agencies do—create smaller groups (of faculty and students) around innovation and give them the resources to experiment. Look at your faculty roster. At every department there's a renegade professor eager to push the envelope for you. Give him or her the permission and resources to innovate and fail faster.

### 3. Break down the Silos

Universities love silos and structure. In today's world, if your PR majors aren't taking courses in design and coding, and if your creatives don't understand the basics of media relations, you're doing them a huge disservice. In fact, if your ad program is completely different from your PR program and people in each don't talk to one another, that would be a good place to start breaking the silos down. The ad industry has long advocated for the T-shaped professional, we believe it is time for universities to hire T-shaped professors. Seek and recruit that electrical engineer with a PhD in advertising. Or that art historian with an MFA in documentary film-making. And if they are hard to find, create interdisciplinary graduate programs that attract and train the next generation of T-shaped advertising professors.

### 4. Cultivate an Open and Collaborative Environment



If breaking down of silos in curriculum is hard, cultivating an open and collaborative culture is going to be harder (and controversial). University professors shudder at the thought of giving up their private closed offices in exchange for an open office with huddle rooms for meeting with students. Yet, all agencies and tech start-ups have embraced and even thrived in an open office culture. Tenured professors are often very comfortable with status quo but comfort and innovation seldom go together. What can you do to make them step outside their comfort zone? Can the advertising professor sit next to and collaborate with the art history professor at your university? Putting interesting groups of people together can and will create magic. What if your program mixed and matched people according to their research and teaching interests rather than departments for a year?

#### 5. Have an Entrepreneurial Mindset

With state funding for Higher Ed declining rapidly, universities have no choice but to adopt an entrepreneurial mindset and ad programs could be at the forefront of that. Ad agencies have long experimented with creating intellectual property (IP) and products—e.g.,



**Jonathan Schoenberg**

Papa's Pilar Rum and Sir Richard's Condoms from CP+B and TDA\_Boulder respectively—that highlight the successful movement of ad agencies from service-based to partial or full ownership of a brand. The changing business of Higher Ed provides many such entrepreneurial opportunities for the fearless. Scan your environment for opportunities—is it a professional portfolio-based master's program or a Coursera specialization in programmatic advertising or an online/hybrid degree in Corporate Communication? Maybe there is an opportunity for a student-run ad agency or a pay-to-play

model for taking on clients in your capstone course? What if your research professor used his or her eye-tracking and fMRI equipment to copytest your local agency's creative in exchange for scholarship money to recruit and train undergraduate students to use the said equipment? Win-win.

#### 6. Empower your People

Empowering your people is the key to gaining their loyalty and to producing amazing work. If you're the leader of your ad program, ask yourself one question—Is everyone in your program including your receptionist happier and better off because you're in their lives? What can you do to truly believe in your colleagues and inspire them to greatness?

#### 7. Find your Purpose

Finally, if there is one lesson that is easy to implement in a university setting, it is the idea of being purposeful. The inspiration for this comes from a groovy ad agency in Boulder called School who have boldly proclaimed that "Purpose is the new Digital." School was designed to create purpose-driven ideas by people who help clients do better by doing good. If ad agencies that are shackled by bottom lines and fiduciary responsibilities to their holding companies can believe and want to change the world through advertising, it is shame if ad programs, particularly at public universities, do not have a higher purpose. What does your program stand for? Maybe your program's purpose is in addressing wicked problems like global climate change and poverty through design thinking and social innovation? Or maybe you strive to make the world a more just and egalitarian place? Or maybe it's something really specific like increasing the number of female CDs in our industry or making our industry a diverse place? Whatever it is, have a higher purpose and own it. ~~AA~~

#### **Jonathan Schoenberg Bio:**

Jonathan Schoenberg is executive creative director and partner at TDA\_Boulder. He has been a judge of Communication Arts Advertising Annual, The Effies, The National Addys, The Obie Awards, Advertising & Design Club of Canada Awards, New York Festival Awards, & "The Show" Minneapolis. His work has been recognized in Communication Arts Advertising Annual, One Show, Clios, The Andy Awards, The Obies, D&AD, Cannes Advertising Festival and the NY Art Directors Awards. He has been a speaker at the Ad Age Small Agency Conference, The Association of Magazine Media, The American Museum of Advertising, The University of Colorado School of Journalism and the Law School, The Creative Circus, Vancouver Ad Club, and numerous Ad Clubs in the US. He was an adjunct professor at University of Colorado for 12 years and was twice named Adjunct Professor of the Year.

# Special Topic II

## Sharing Experiences of AEF Visiting Professor Program

Special Topic II talks about how we can incorporate the industrial needs into the classes in ad programs. For those ad professors who want to know the current advertising industries, Advertising Educational Foundation (AEF) has provided a great program. Let's learn what we can learn at the program from the two currently participated AAA members. – Editor –

by Jooyoung Kim (University of Georgia)



Jooyoung Kim

It was October of last year (2015) when I received an invitation email from Advertising Educational Foundation (AEF) asking me to consider applying for its Visiting Professor Program (VPP). I had received the same invitation from AEF a few years back, but I didn't give it much thought then. This time, however, though my summer was going to be tied up with several other duties, I decided to apply for VPP to get current insights on the advertising industry which has seen a series of dramatic changes in the past decade due to the advent of new media formats and media digitalization. For a professor who has taught advertising for about 13 years, immersing myself in the real process of advertising practice at a global agency was expected to be an immeasurable experience that would stay with me for the many years to come. On March 23, Sharon Hudson, the vice president of AEF, notified me that I was one of the 16 professors selected to participate in this program out of 50 strong applicants. I felt lucky. A few weeks later, when I heard that *Saatchi & Saatchi* in New York City had agreed to host me, I felt lucky again.

The two-week period, June 6 – 17, 2016, was full of enlightenment. For the first two days, we visited four agencies in NYC together. Beginning with AEF's warm

welcome, we heard about the state of the art multicultural marketing practices at *d expósito & Partners*, learned about the importance of ethnographic research at *Ogilvy & Mather*, got inspired through Barry Wacksman's (EVP, Chief Growing Officer) philosophical presentation on the connection between ad and technology at *R/GA*, and heard about the overview of industry from several key people at *McCann Worldwide* including the President of McCann North America, Chris MacDonald.

For the rest of the program, I commuted to *Saatchi & Saatchi* every day. Using the Manhattan subway for the 35-minute commute from my hotel was interesting and enjoyable. On my first day, I received a warm welcome from Wanda Pogue (Chief Strategy Officer) and Preeya Vyas (Global Digital Director), as well as Brent Smart (CEO at the time). Digital strategy team members around my desk, which was right



From left, Wanda Pogue (Chief Strategy Officer), Brent Smart (CEO), and me

next to Preeya's, approached me and said hello. They were the people I primarily met with continuously at

*Saatchi*. My mentor Preeya took me to several day-to-day meetings of the digital team working for *Proctor & Gamble* and *Walmart*. Most meetings were internal ones, but sometimes I got to attend their

**Continued on page 11...**

### Jooyoung Kim Bio:

Jooyoung Kim (Ph.D., University of Florida) is an associate professor of advertising at the University of Georgia. His research interest centers on consumer psychology related to advertising such as advertising engagement and consumer emotion. He has published in various leading academic journals, including the *Journal of Advertising*, *International Journal of Advertising*, *Psychology & Marketing*, and *Journal of Interactive Marketing*. He is an active member of American Academy of Advertising and serves on the Editorial Review Board of *Journal of Advertising*, *International Journal of Advertising*, and *Journal of Interactive Advertising*. Dr. Kim teaches advertising management, campaign, research, and global advertising. Fifteen teams taught by Dr. Kim in his campaigns course have won national awards and prizes from Collegiate ECHO and InterAd (International Advertising Association). He is a frequent speaker for several global companies in South Korea on various topics related to advertising and marketing.



I would like to share my wonderful experience as one of only 10 professors selected nationally for a competitive fellowship sponsored by the Advertising Educational Foundation (AEF), an industry non-profit organization supported by ad agencies, advertisers, and media. The Visiting Professor Program (VPP) places professors in agencies for two weeks to foster a greater understanding of the industry and to allow agencies to learn about academic research as well as establish relationships for internships and jobs.



**Sabrina Habib**

All of the fellows were placed in different agencies but stayed in the same hotel in NYC and we often had dinner together. We had very different experiences as agencies structure their fellowship distinctively. I was placed at Young & Rubicam (Y&R). They assigned me to a single account, which was unique compared to my counterparts. I really enjoyed having a person to shadow, especially because her position was out of my comfort zone in terms of previous experience. I was included in everything and was given thorough explanations, sat in meetings, and contributed ideas.

The VPP fellows are asked to give a presentation about their research to the host agency. My presentation, titled “Creative, In Theory” contrasted the application of creativity in agencies to its theoretical grounding, including my own research. It was very well attended and allowed me to meet people who had a wealth of information to share.

One special component of the fellowship was the 2-day orientation hosted by the program manager Sharon Hudson, who is passionate about the VPP and about advertising. In

the orientation we visited two agencies each day, one in the morning and one in the afternoon. We started at dExpósito & Partners, where we spent the morning with all the partners and talked about marketing to Hispanic audiences in ways I could never learn from a textbook. In the afternoon we went to Ogilvy & Mather, where the Senior Partner and Director of Ethnographic Research gave us insight into research, brought in creatives, and gave us an agency tour. The second day started at R/GA, the EVP and Chief Growth Officer talked extensively about strategy, Internet of Things, and their cutting edge digital approach. Next, we went to McCann Worldwide where we met with recruiters, researchers, and the company president. I was amazed by the willingness of such busy professionals to spend time with us. The program culminated with a dinner hosted by AEF executives who were eager to hear about our experiences.

My students are reaping the benefits of my fellowship through a better informed professor. We already have one Winthrop graduate working full time at Y&R Memphis, a connection that was made possible by the AEF. While most professors have some professional experience in a given area of the advertising industry, none of us have experience in all areas but are expected to counsel and prepare students of all interests. Furthermore, since this is a fast-paced and ever-changing industry the VPP allows us to understand changes through an immersive experience that we wouldn't get anywhere else, or any other way. *AA*

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- Job announcements
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- Names of graduate students to be featured

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

### **Sabrina Habib Bio:**

Sabrina Habib joined Winthrop University in 2015 as Mass Communication faculty to teach Integrated Marketing Communication courses. She holds a BFA in Photography (2000), an MFA in Electronic Media (2003), and a Ph.D. in Advertising from the University of Florida (2013). Prior to her academic experience, she owned a production studio in Gainesville, FL to service advertising clients, local businesses, and individuals. In parallel to the commercial work, she developed an extensive fine art exhibition record. Most of Habib's academic research has focused on the creative process and creative education, however, she has also performed studies on science communication with emphasis on hydraulic fracturing. She employs a distinctive method of qualitative data collection and analysis using video as data, which reflects her extensive experience with the medium, and led her to present at conferences, publish a manuscript, and write a book chapter on the topic.

# Preview of 2017 AAA Pre-Conference

## Toward a New Discipline of Computational Advertising

by Hairong Li (Michigan State University)

This half-day pre-conference will examine computational advertising by answering several important questions for both teaching and research: What is the domain and current status of computational advertising? What are the driving forces behind the fast growth of computational advertising? What are the issues of computational advertising that advertising researchers should consider and pursue? And what are the topics that should be covered in teaching of computational advertising? These questions will be addressed by expert panelists from both academia and industry and discussed between the panelists and session attendees. Answers will certainly have important implications as to what advertising educators and researchers should do to keep abreast of the ever-changing advertising profession.



Hairong Li

The first session will explore the concept and domain of computational advertising from several perspectives, including historical, theoretical, professional and pedagogical, in the hope some consensus can be reached as to the definition and scope of computational advertising, at least among the panelists and attendees, as a guideline for research and teaching of computational advertising.

**Martin Block**, Northwestern University, will review advances in several areas that result in the rise of computational advertising in the backdrop of integrated marketing communication, which he defines as consumer-centric, data-driven and machine-mediated communication. **Don Schultz**, Northwestern University, will present some views on how we might start to implement and use the tactical aspects of

advertising. **Musen Wen**, Yahoo, will share his experience as data scientist in many aspects of computational advertising and discuss the increasing importance of mobile app advertising. **Jay Newell**, Iowa State University, will introduce a team-taught course following Google's Art, Copy & Code model where students work in creative groups consisting of an art director, a strategist, and a technologist. **Brad Best**, University of Missouri, will discuss the challenges, successes and failures of applying computational advertising tools from Google, Facebook, Adobe and others in the classroom.

There are overlaps between computational advertising and digital analytics, with the latter including web analytics, social analytics and mobile analytics. Digital analytics largely strives for customer insights, including the impacts of various forms of brand communication (our broad term for advertising). Thus, to establish a new discipline of computational advertising, it is imperative to see how digital analytics has been applied, researched and taught, as well as how it is related to computational advertising as broadly defined. Exploring these issues will be the goal of the second session of the preconference.

**Joseph Yun**, University of Illinois Urbana Champaign, will share his work in a social media lab on campus that supports both administrative functions and offers research opportunities, as well as his teaching experience in social media analytics. **Gary Wilcox**, University of Texas at Austin, will introduce best practices in teaching digital media analytics and listening technologies. **Jooyoung Kim**, University of Georgia, will focus on text mining and how it can be used for scholarly research by demonstrating the mining process using SAS Enterprise Miner™ and how the discovered insights can be analyzed through traditional statistical methods. **Peking Tan**, Xinsight Technology & Miaozen Systems, will introduce a unique hybrid method, AdMonitor, that can measure

Continued on page 13...

### 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.

# Blending Creativity with Data!

by Seounmi (Katie) Youn and Thomas Vogel (Emerson College)

Is there any “secret sauce” to be creative in solving marketing problems? Do you want to be creative in telling a story out of research findings? Do you need pedagogical ideas of how to incorporate creativity in your marketing research class? These questions are easy to ask, but hard to find answers! Yet, our pre-conference opens up collective dialogues to provide possible answers to all these challenging questions.



**Seounmi (Katie) Youn**


In a rapidly changing industry, the role of creativity in translating data into consumer insight is becoming more important. Professionals in marketing communication see creativity as a culture that infuses all players to leverage data and analytics to inform, inspire, and transcend. Creativity and data are partners, not adversaries for problem solving. On the flip side, this insight also suggests the need to explore innovative ways to conduct



**Thomas Vogel**


market research for developing creative thinking and problem-solving skills.

The 2017 AAA Pre-Conference on Blending with Creativity and Data invites leading professionals from research firms

and ad agencies located in the Greater Boston area. They will share their fascinating experiences regarding a dynamic interplay between market research, consumer insight, and creativity. They are from Hill Holiday, Google’s Unskippable Labs, C Space (formerly Communispace), and MaPS Millward Brown. Topics will cover recent trends, challenges, and opportunities in market research, the role of creativity in discovering consumer insight, and the integrative role of data in enhancing creative thinking and problem-solving skills. Additionally, we will discuss pedagogical directions for marketing research education. Please come join us! 

**Continued from page 8.**

meetings with other partners such as media agencies, digital agencies, creative agencies, and several other consulting firms. There were also special meetings solely designed for me. The highlight of my VPP experience was the Lunchtime Talk where I presented my recent research on native advertising to the group of approximately 70 Saatchi people. The one-hour talk with Q&A was insightful and a fine opportunity for us – me and Saatchi – to get to know better. Overall, the immersive experiences I had at *Saatchi* confirmed and updated me with the kind of skills students need to prepare for their career. It has definitely inspired my research too.

I would recommend this VPP to AAA members, especially those without ad industry experience or those who left the industry before the advent of social and mobile media. As Immanuel Kant once said, “Experience without theory is blind but theory without experience is mere intellectual play,” the VPP experience will be critically helpful to anyone teaching and researching advertising. Thankfully, [AEF](#) offers this opportunity every year. 

## Seounmi Youn Bio:

Seounmi Youn (Ph.D., University of Minnesota) is an associate professor in the Department of Marketing Communication at Emerson College in Boston, MA. Before joining academia, she had extensive industry experience in marketing and advertising research as a project manager, working for global companies in Seoul, Korea. She specializes in teaching research methods and consumer behavior. Her research interests focus on interactive advertising effectiveness, consumer profiles for strategic segmentation in marketing communication, and adolescents’ online socialization. She has published many papers in major peer-reviewed journals.

## Thomas Vogel Bio:

Thomas Vogel (MFA, BFA, Academy of Fine Arts, Stuttgart; BS, Stuttgart Media University) is a professor and graduate program director for the Global Marketing Communication and Advertising Program in the Department of Marketing Communication at Emerson College in Boston, MA. He is a specialist in creativity and creative thinking, and digital marketing communication. His research explores the nature of creativity, creative thinking, and advertising creativity. His creative work focuses on the strategic design and usability aspects of digital media, developing highly valuable user experiences and relationships.



# Joint AAA/EAA Doctoral Colloquium

by Sara Rosengren (Stockholm School of Economics) and Charles R. "Ray" Taylor (Villanova University)

The aim of the AAA/EAA Doctoral Colloquium is to provide PhD students with professional skills needed for their academic career. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Furthermore, PhD students will meet peers from different countries and start (or continue) building an international network that will be valuable throughout their academic career. The colloquium is open to PhD students participating in the 2017 AAA Conference.



Sara Rosengren

The theme for this inaugural joint colloquium will be "Connecting the dots". The program will cover multi-method research, research networking across borders, career planning, as well as intimate meeting with the editors of the leading journals in our field. Participants will be given a possibility to network with some of the leading scholars within advertising. A call for participation and detailed program will be distributed in November.



Charles R. "Ray" Taylor

About the initiative:  
In the past years EAA and AAA have moved closer together as shown by the joint

membership offered to members of both organizations. The aim of the AAA/EAA Doctoral Colloquium is to enhance these ties even more. The colloquium thus comprises senior faculty from both organizations. AA

Continued from page 5.

the article, each blog should have a short paragraph/blurb that explained the article's relevance to recently covered class topics or advertising in general and the two questions to be answered were: 1) Why is this article relevant? and 2) Which advertising concept does the article address? Emphasis was placed on applying the concepts and this exercise gave students the opportunity to venture out, read, and select articles that best connected with the chapter. Apart from posting, groups were also encouraged to briefly comment on any one post of other groups and to use the platform for generating constructive discussions. The assignment helped reiterate the concepts and students were more actively involved in answering in-class questions and tied their articles to support their responses.

## Conclusion

To be honest, integrating these two ideas in my syllabus increased the time that I dedicated to grading. However, the upside was that students received a much richer learning experience. The above ideas are just that, 'ideas', and there is lot more room for improvement or adding new strategies. In conclusion, I believe that bringing about engagement and interest among students in large classes is not a myth and can be made into a reality.

## Reference:

Bowen, J. A. (2012). *Teaching naked: How moving technology out of your college classroom will improve student learning*. San Francisco, CA: Wiley. AA

### Sara Rosengren Bio:

Sara Rosengren is an Associate Professor at the Stockholm School of Economics and a board member of the European Advertising Academy. Her research on advertising has been published in leading academic journals such as the *Journal of Advertising*, *Journal of Advertising Research*, and *International Journal of Advertising*. Recent contributions include advertising equity and an updated definition of advertising both published in *Journal of Advertising*. Sara has been chairing the ICORIA Doctoral Colloquium since 2015.

### Charles R. "Ray" Taylor Bio:

Charles R. "Ray" Taylor is the John A. Murphy Professor of Marketing at the Villanova University of Business and Senior Research Fellow at the Center for Marketing and Consumer Insights. He received his Ph.D. from Michigan State University. His research interests are in the areas of international marketing and cross-cultural issues and marketing and society issues, including advertising regulation. Professor Taylor is a Past-President of the President of the American Academy of Advertising. His research interests are in the areas of advertising and society, including advertising regulation, as well as international advertising. He is also Editor-in-chief of *International Journal of Advertising*.

# Graduate Student Spotlight

**A-Reum Jung** (Louisiana State University)

*Ask myself, why are you studying?*

When I had just arrived in the U.S., the instructor in an ad class asked me to define my life. At that time, my answer was 2 D's: "difference and difficulty." I was feeling differences in most of my life that I never thought about and experienced in my country, South Korea.



**A-Reum Jung**

Unaccustomed situations with the burden from studying made everything feel difficult. In addition, the desire to do well overwhelmed me, and I did not think about anything except studying. I started my graduate life in the U.S. like this.

About five years have passed since that time. I have experienced tons of ups and downs. The differences that I had to face do not make me depressed anymore. However, I still feel unexplainable difficulties. I endure day by day, rather than enjoy my life. Why is this? In order to write this essay, I took the time to look over my life in the U.S. When I arrived here, I was just thankful to be studying here and I was eager about all my tasks. However, whenever I tried to do something, I faced difficulties and became depressed. I pretended to be ok and sometimes I really thought that I was good. However, that was wrong. I confined myself within a small home and office and I just avoided situations that were hurting me. In the end, I gave up many things. However, I did not focus on my studies, and even more, I lost my purpose for being here and forgot what I want to do and why I am studying. If I had tried to solve the problems that I was confronted with, would my student life be more enjoyable and would I become a better person?

Currently, my life is not much different from five years ago. I still stay in my office most days. However, a positive change is starting. A thought makes me feel comfortable. The

difficulties I have now are the ones I expected when I planned to study here. I have been doing well because, at least, I am still going to school. I am not sure when this peaceful mind will be changed. However, I know that I will be ok again because as long as I do not give up, I am doing well.

I have not found the answer why I wanted to study here yet, but I just do my best today, and I hope that tomorrow will be better than today. We do not share all the same struggles throughout life, but I think that you also had and will have some of the same sentiments. I want to say for all students who are enduring today, you are already doing well and just by doing what you can do now, you can expect better tomorrow. One day, the way you are and I am will provide the answer that we are currently looking for. AA

**Continued from page 10.**

cross-screen digital advertising and provide advertising KPIs, such as reach, frequency, target audience and IGRP.

Plenty of time will be available for interaction between the panelists and attendees. At the end of the pre-conference, the moderator will summarize and synthesize the presentations and discussions to generate a set of takeaways for future research and teaching on computational advertising. AA

## Upcoming Events

### **AAA Annual Conference**

Hilton Boston Back Bay, Boston, MA  
March 23-26, 2017

### **AAA Global Conference**

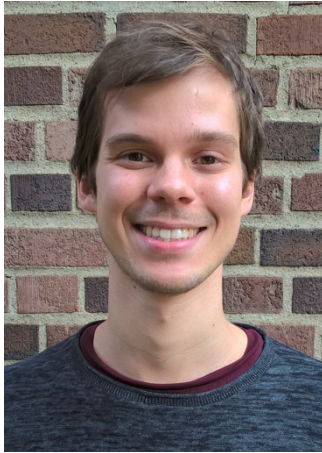
in conjunction with Waseda University  
Tokyo, Japan  
July 6-9, 2017

### **A-Reum Jung Bio:**

A-Reum Jung (ajung5@lsu.edu) is a third year Ph.D. student in Manship School of Mass Communication at Louisiana State University, Baton Rouge. She earned her M.A. in Advertising and Public Relations at the University of Tennessee in 2012 and B.A. in Mass Communication at Dankook University in Seoul, South Korea in 2006. Her research interests are the advertising effectiveness in digital media environment and the way to protect consumers from disguise ad strategies.

## Alexander Pfeuffer (University of Minnesota) Advertising Research Between Two Extremes

When I tell others that I am an advertising scholar, I tend to receive one of two common responses representing polar opposites of perceived roles of advertising research: “How can you help those evil corporations?” or “You are going to save us from those bad advertisers!”. In academia, advertising research indeed often appears to be segregated into the camps of research seeking to maximize advertising effectiveness and advertising criticism. I have spent my time at the University of Minnesota examining online advertising effects mostly from a consumer protection perspective in the context of transparency and trust using a social psychological perspective; yet, I do not identify as an advertising critic.




Alexander Pfeuffer

I firmly believe in the role advertising plays in our society, be it economic or societal. Businesses and organizations should have the opportunity to promote their products or services to consumers, and consumers rely in part on advertising to make informed decisions. In society, advertising also fulfills the function of reflecting current cultural phenomena and trends. As a result, advertising provides us with a context in which we can test and understand abstract concepts. Advertising is an integral part of our society, and I do not see worthwhile gains in abolishing it.

The term consumer protection tends to be misunderstood. I do not see audiences in need of constant protection from the evils of advertising. I do not think that advertising has the power to make people behave in ways they do not want. I am quite confident in audiences’ advertising literacy and their agency to make decisions based on various factors other than advertising, as long as advertising operates ethically and does not deceive.

My motivation for conducting advertising research is to preserve the integrity of advertising by examining the effects of emerging advertising phenomena and deliberating their adherence to advertising regulation and advertising ethics. I support consumers’ rights to receive truthful information and believe this to be of benefit to consumers and advertisers alike.

I intend to dedicate the remainder of my time at the University of Minnesota to continue honing multiple research methods to be a scholar whose methods are guided by his questions. I am particularly interested in how big data research may complement traditional social scientific approaches. I plan to use various perspectives and synthesize knowledge gained through the use of multiple methods to triangulate the reality of advertising phenomena. I perceive this to be essential in producing research that allows a research identity to be situated between the poles of the advertising field. This way, I hope to contribute to the academic discourse while protecting consumer rights as well as the important role of advertising in society. 

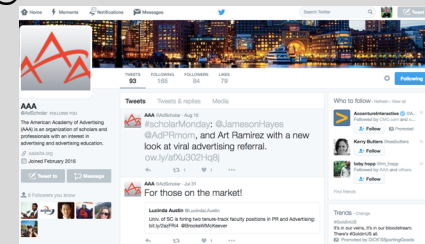
### AAA Social Media Channels

#### Facebook:

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



#### Twitter: @AdScholar



#### Alexander Pfeuffer Bio:

Alexander Pfeuffer is a third year Ph.D. student at the University of Minnesota’s School of Journalism and Mass Communication. His research interests focus on online advertising effects explored predominantly from a social psychological perspective. His current research examines the effects of sponsorship disclosure in online product reviews. Alexander received a master’s degree in Communication Management from the University of Southern California and a bachelor’s degree in Communication from George Mason University.



Thinking back to my past three years in my Ph.D. program reminds me of all the frightening academic steps I had to go through: the first conference presentation, the first day in the classroom, the first journal submission and rejection, the comprehensive exam, the proposal defense, and now, the job market. I especially remember the anxiety I felt waiting for my first day in the classroom. I spent more than two days preparing for a 50-minute lecture, and I literally counted down the days, hours, and minutes until I finally walked through the door. And after all that effort—I fell flat. Or at least I felt that way. The whole experience was frustrating and left me wondering if I could live up to my own expectations.



Hyejin Bang

Every time I stood at a new juncture in the path to my degree, I was excited about the progress I had made. But I still felt scared and alone thinking about the next hurdle. I should admit that I thought that this whole process would be harder for me because I am an international student. But that perception was misleading. No matter what language we use, what we study, or who we are, this long journey is always challenging and sometimes painful. It is a character-forming rite of passage.

One of my professors, a long-time academic mentor of mine, told me a surprising story a couple of years ago about his struggles as a doctoral student. He was, and still is, a prominent researcher, a highly respected teacher, and a thoughtful person who has enjoyed great success in the field of advertising. Thus, I had little doubt that he must have sailed through his Ph.D. without any great struggle. But this great scholar told me about an embarrassing and humiliating moment he experienced at a conference when he was asked some very hard questions. And this esteemed teacher told me how he sat in a dark room alone, frustrated and

disappointed, after each lecture during his first year of teaching. Hearing about his setbacks helped me gain some perspective on my own and encouraged me to keep moving.

When I thought that all of these academic steps were tough hurdles only for me, I fell into the habit of asking, “what is wrong with me?” But when I started to realize that even the most accomplished scholars have faced challenges and worked through self-doubt, I embraced the struggle as a natural process, and one that I knew would strengthen my resolve. As a blacksmith tirelessly hammers iron and tempers it into strong steel, if we are motivated and enthusiastic about what we do, we will move through the challenges we face and grow into scholars equipped to advance our field of study. *AA*

### **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 **Jan. 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

#### **Hyejin Bang Bio:**

Hyejin Bang is a Ph.D. candidate at Grady College of Journalism and Mass Communication at the University of Georgia. She earned her M.A. in Advertising at UT Austin in 2013. Her research focuses on the effect of technology on consumer engagement with digital advertising and the effect of discrete emotions on advertising effectiveness. She has presented her work at AAA, AEJMC and AMS and has published articles in various journals.

# AAA Notes

## Awards and Honors



Swee Hoon Ang

Dr. Swee Hoon Ang has been named on the Honor Roll for the National University of Singapore Teaching Excellence Award, after having won this award for the last three years. This award is given to two percent of the faculty, university-wide. It recognizes educators who cultivate critical thinking among students and facilitate learning that is of value even outside the boundaries of their specific disciplines and professions.

Dr. Karen Whitehill King (University of Georgia) is named a Josiah Meigs Distinguished Teaching Professor at University of Georgia. This is the highest recognition for undergraduate and graduate teaching at the University of Georgia.



Davide C. Orazi

Davide C. Orazi (University of Melbourne), together with his business partner Stefano Knoll (Leo Burnett Turin), was awarded as one of the winners of Publicis90, a worldwide competition for digital start-ups promoted by Publicis Groupe.

The project awarded, Storm, is a digital platform which enables intra-hub collaboration within major media groups, improving the productivity and quality of the creative supply chain.

Dr. Carie Cunningham (Duquesne University) won the Michigan State University's J-School's Outstanding Ph.D. Student (Spring 2016).

## Grants and Fellowships



Carolyn A. Lin

Dr. Carolyn A. Lin (University of Connecticut) has received three grants: 1) Carolyn A. Lin, Co-Principal Investigator. Connecticut Department of Housing (2016-2018, \$317,709). Scoping of Dredge Material Islands and Wetlands for Green Infrastructure Resiliency Projects.; 2) Carolyn A. Lin, Principal

Investigator. AEJMC Senior Scholar Research Program (2015 – 2016, \$4,000). Tailoring Mitigation with Reduced Uncertainty: The Promise of a Disaster Preparedness Mobile App.; and 3) Carolyn A. Lin, Co-Principal Investigator.

National Science Foundation (2015 – 2016; \$50,000). Commercialization of a Passive Aquatic Listener (PAL) Sensor for Underwater Sound Classification.

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

Dr. Carie Cunningham has started a new job as an assistant professor at Duquesne University in Fall 2016. She completed her Ph.D. at Michigan State University.

Dr. Soojin Kim has started a new job as an assistant professor at the Manship School of Mass Communication, Louisiana State University from Fall 2016. She completed her Ph.D. at University of Florida.

Dr. Lars Bergkvist moved from University of Nottingham Ningbo, China, to the School of Business at Universiti Teknologi Brunei, Brunei Darussalam, as a professor of marketing in Fall 2016.

## Other News



Mark Stuhlfaut

To my AAA colleagues: I am retiring from the University of Kentucky in December at the end of this fall semester, and I just would like to take this opportunity to say to you how much I have enjoyed our association through the American Academy of Advertising. It truly is a special organization. For the past 11 years, I've looked forward to our annual conference as a way to connect with you all. I learned so much from the sessions and from our informal talks in the hallways. I enjoyed connecting with colleagues in our field from all around the world. I appreciated the discussions and sharing of information and opinions. I always took back many ideas that I worked into my courses, department and research. You helped make me a better researcher and instructor. And just because I'm retiring doesn't mean I'm unavailable. I'd like very much to keep in contact. Feel free to reach me at my UK address ([mark.stuhlfaut@uky.edu](mailto:mark.stuhlfaut@uky.edu)) or my Google email address: [kyadprof@gmail.com](mailto:kyadprof@gmail.com).

– Best wishes, Mark Stuhlfaut –

More than 130 volunteers gathered at University of South



Carolina's School of Journalism and Mass Communications on Friday, October 21. Advertising professor Karen Mallia launched CreateAthon@USC in

2013. Each year since, the pro bono event has surpassed what came before. Team leaders enrolled in her Creative Leadership course do communications planning; students from an event-planning course orchestrate logistics and event details. Student volunteers come from across the university.

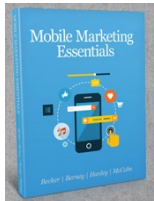
Dr. Jim Pokrywczynski (Marquette University) spent four



weeks studying Olympic sponsorship at the Olympic Studies Center in Barcelona, Spain. The Center is part of legacy from the 1992 Barcelona Olympics. It is housed on campus of Universitat

Autonoma de Barcelona (UAB).

## Book Releases



Michael Hanley, associate professor of advertising at Ball State University, has co-authored [Mobile Marketing Essentials](#), the first digital textbook on the subject of Mobile Marketing. The book was published in August by Stukent, an online publisher of marketing-related textbooks.



Professor Ruth Brown and assistant professors Valerie Jones and Ming (Bryan) Wang (University of Nebraska-Lincoln) published [The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social](#)

[Media Era](#) two-volume book set with Praeger (ABC-CLIO). The new resource for classrooms, departments, libraries, and agencies explores *Traditional Advertising Transformed* (Vol. 1) and *New Media, New Uses, New Metrics* (Vol. 2). Experts from academia and the advertising industry combined to investigate the shifts and the innovations with an eye to the future. Readers will be able to build their knowledge on frameworks for navigating and capitalizing on today's fragmented, consumer-focused, digital media landscape, and they will be prepared for what the future of advertising will likely bring.

Available Mid-December  
New Media Flight Plan Case Study  
Mavi Jeans for Women

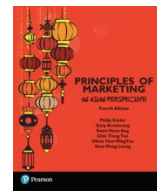


Mavi brand denim jeans-wear, founded in 1991, is based in Istanbul, Turkey. Your task is to focus on the women's jeans category exclusively. Mavi's global operations includes subsidiaries in the USA, Canada, Germany, Netherlands, Russia and Australia. Mavi jeans can be found in Nordstrom, Macy's, Amazon.com and other popular online stores.

Dennis Martin, professor emeritus, BYU Provo, and Dale Coons, Senior VP Media Research Director, Lowe Campbell-Ewald, Detroit, are launching their newest case study featuring an international brand, Mavi Jeans for Women. In response to requests by

adopting professors, all new [MFP case studies](#) will be posted online by end of the fall semester, giving plenty of time to plan syllabi for spring semester. As with all of their on-line case studies, students will gain experience using the latest syndicated marketing data.


Dr. Sukki Yoon (Bryant University) and Dr. Sangdo Oh (Yonsei University, South Korea) recently edited a special issue of *International Journal of Advertising*, and the publisher (Taylor and Francis) has decided to publish the special issue as a book in November 2016: [Social and Environmental Issues in Advertising](#) (Routledge, 2016) (ISBN: 978-1-138-22843-6).



Dr. Swee Hoon Ang (National University of Singapore) will publish a textbook in December. Co-authored with Philip Kotler and Gary Armstrong, the 4th edition of [Principles of Marketing: An Asian Perspective](#) (published by Pearson) incorporates how marketing practices

vary in Asia as observed in practices of both Asian and non-Asian firms operating in Asia, as well as how Asian companies bring their marketing practices as they expand overseas.

Dr. Ioannis Kareklas (University at Albany) and Dr. Darrel Muehling (Washington State University) have completed editing a book titled, *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Production, Consumption, and Promotion*. This book discusses a variety of topics related to organic food production, consumption, and promotion. Written by experts in each of these fields, this book will interest consumers, academicians, marketing practitioners, as well as policy makers.

Dr. Edd Applegate, Professor Emeritus, Middle Tennessee State University, has written [Strategic Copywriting: How to Create Effective Advertising](#), Second Edition, which has been published by Rowman & Littlefield. The new edition, which includes new examples from award-winning advertising agencies, has been strategically organized to help readers understand the crafting of messages and the specific media in which advertising appears. Applegate explains how social media, digital media, and online content have changed the world of advertising. 



Coming in December from  
Melvin & Leigh, Publishers

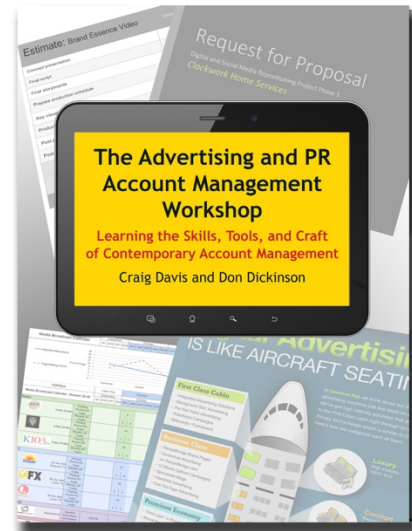
A Revolutionary New Account Management Textbook!

# The Advertising and PR Account Management Workshop

*Learning the Skills, Tools, and Craft of Contemporary Account Management*

**Craig Davis**, Ohio University and  
**Don Dickinson**, Portland State University

336 pp. Paperback ISBN 978-099739843-3 \$54.95



*The Advertising and PR Account Management Workshop* is designed for students seeking knowledge and skills required for a senior-level account management position in advertising or public relations agencies.

The “workshop” approach provides an authentic, hand-on guide to contemporary account management. Each of the 20 workshop sessions includes learning goals, key words, text material, quizzes, and application activities—all crafted to build proficiency in using the tools of the trade.

## Advance Praise:

*“Finally! A textbook with real tools and tips for students interested in account management. The workshop approach helps make teaching interactive and gives students hands-on learning opportunities. I plan to use it in a new account management course this year.”*

—Michael Hanley, Ball State University

To pre-order an examination copy, please contact [orders.melvinleigh@cox.net](mailto:orders.melvinleigh@cox.net) and include your name, email address, postal address, course title, and anticipated enrollment.

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# **Announcements** (AAA Pre-Conference)



## **AAA/EAA Joint Doctoral Colloquium, 2017 (AAA Pre-Conference, Boston, MA, March 23, 2017)**

### **Chairs**

Sara Rosengren, Stockholm School of Economics  
Ray Taylor, Villanova University

The aim of the AAA/EAA Doctoral Colloquium is to provide PhD students with professional skills needed for their academic career. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Furthermore, PhD students will meet peers from different countries and start (or continue) building an international network that will be valuable throughout their academic career.

### ***What?***

The theme for this inaugural joint colloquium will be "Connecting the dots". The program will cover multi-method research (Jeremy Kees, Kim Sheehan, Patrick De Pelsmacker), career planning and research networking across borders (Edith Smit, Jooyoung Kim, Patrick Vargas), as well as intimate meeting with the editors of the leading journals in our field (Eric Haley, John Ford, Ray Taylor, Shintaro Okazaki, Terry Daugherty).

### ***When?***

The colloquium will take place on March 23, 2017 in Boston. The sessions will start around noon and conclude with the AAA welcome reception late afternoon.

### ***Who?***

The colloquium is open to PhD students participating in the AAA Conference on March 24-26.


### ***How?***

To participate in the AAA/EAA Doctoral Colloquium please send a one-page application in which you describe your primary research interest(s) and briefly motivate why the doctoral colloquium would be important for you in developing your research career.

Please send your application by e-mail to: [sara.rosengren@hhs.se](mailto:sara.rosengren@hhs.se) no later than **December 18, 2016**. Applicants will be notified about acceptance no later than December 22, 2016. The number of participants is limited and the selection will be based on the fit between research interests and AAA/EAA as well as motivations. A registration fee of \$15 will be charged for all participants.

Questions with regards to the doctoral colloquium can be directed to Sara Rosengren (EAA Board, Pre-conference/PhD program): [sara.rosengren@hhs.se](mailto:sara.rosengren@hhs.se)

About the initiative:

In the past years EAA and AAA have moved closer together as shown by the joint membership offered to members of both organizations. The aim of the AAA/EAA Doctoral Colloquium is to enhance these ties even more. The colloquium thus comprises senior faculty from both organizations. The colloquium is open to PhD students participating in the 2017 AAA Conference. 

# **Announcements** (Call for Papers)

***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)

***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 Nomination)



### **EAA Flemming Hansen Award 2017**

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award. This long-term impact award honors a scholar who has made contributions to distinguished scholarship in advertising research. Specifically, the EAA will recognize an author of one or more publications that had a significant impact in the field of advertising. The 2017 recipient will be announced at the Gala Dinner of the 16th International Conference on Research in Advertising (ICORIA) in Ghent on June 30th, 2017. (Please see the [conference call for papers](#) at the EAA Web site, [www.icoria.org](http://www.icoria.org).)

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. The Selection Committee consists of the past EAA Presidents: Professor Peter Neijens (University of Amsterdam, the Netherlands), Professor Shintaro Okazaki (King's College London, England), Professor Edith Smit (University of Amsterdam, the Netherlands), and Professor Ralf Terlutter (Alpen-Adria University Klagenfurt, Austria).

Please send nominations and any questions related to this award to the Selection Committee Chair, Ralf Terlutter, at [Ralf.Terlutter@aau.at](mailto:Ralf.Terlutter@aau.at). Include the candidate's CV with the nomination letter, which should describe significant contributions to distinguished scholarship made by the nominee (maximum one page). Nominations for the 2017 award must be received by April 1, 2017.

#### **Prof. Dr. Tobias Langner**

Bergische Universität Wuppertal

Chair of Marketing

Gaußstraße 20

42119 Wuppertal, Germany

Mail: [Langner@wiwi.uni-wuppertal.de](mailto:Langner@wiwi.uni-wuppertal.de) 

# Announcements (Call for Application)



## 2017 Visiting Professor Program (VPP) Fact Sheet

*"I really enjoyed being assigned to a single account and having a person to shadow. Rachel was very patient and welcoming as I followed her around every day. She included me in everything and was very thorough with explanations."*

*"While most professors have some practical experience in a given area of the industry, none of us have experience in all areas, but are expected to counsel and prepare students of all interests. Furthermore, since this is a fast-paced and ever-changing industry, the VPP allows us to understand changes through an immersive experience that we wouldn't get anywhere else, or any other way!"* **Professor Sabrina Habib – Winthrop University**

*"Sabrina was absolutely fantastic. She contributed during brainstorming sessions and a seminar. She worked on an account from strategy, creative development to final project. Ties were developed. We are going to work on getting a few Winthrop students into our summer internship program. Sabrina's Lunchtime Talk topic – looking at creative from another angle was very insightful."*  
**Dot Gianonne, EVP, Account Management -Young & Rubicam**

**The Advertising Educational Foundation invites you to apply to the Visiting Professor Program (VPP)**

### Application Deadline

January 31, 2017

### Objective

The VPP is a seven-day fellowship for professors of advertising, marketing, communications and the liberal arts. It allows professors and industry to develop a mutually beneficial relationship and to share research. The VPP gives professors a greater understanding of the industry while host companies have an opportunity to develop closer ties to academia. Professors witness first-hand the day-to-day operations of a company, while bringing academic expertise to that company. In addition, host companies tap into research and expertise from an academic POV as well as establishing a pipeline to students for internships and jobs.

### Components

- 1) Two-day Orientation w/four companies: (½ –day at each company) - **June 8-9, 2017**
- 2) Individual fellowship with host companies: **June 12-16, 2017**
- 3) Lunchtime Talk on his/her area of expertise and how it relates to advertising. Talks should be 20 minutes maximum, include advertising and be concise. **Note: With the professor's permission, the Talk may be videotaped for streaming on [www.aef.com](http://www.aef.com).**
- 4) Contribution of a fresh perspective and critical thinking to a relevant issue for the host company

### 2017 VPP: June 8 -16

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

### Notification: April 2017

Those who are placed with a host company **must** have a conversation with the host company to discuss mutual objectives prior to the program.

## **Housing and Expenses**

Housing is provided to professors who are traveling from another state. Professors who reside in the host city are expected to provide their own housing. All professors will receive a stipend. Professors pay for travel to and from the host city, as well as out-of-pocket expenses.

## **Application**

Visit the *On-Campus* section on [www.aef.com](http://www.aef.com) to apply. Complete the VPP application; upload your CV, statement and two-minute video (see details below).

## **Statement and supporting items**

Your statement and research will help a potential company determine your fit within their organization. Please be concise when making your points and limit your statement to **500** words maximum. It is very important to succinctly communicate the topic of your Lunchtime Talk – **20 minutes (not including Q & A)**. **Letter of recommendation (on school letterhead) must be mailed and postmarked by January 31, 2017. Letter of recommendation is not accepted via fax or email.**

## **Two-minute video**

Your two-minute video will also help a potential company determine your fit within their organization. Videos shot with a cell phone or a computer's webcam are acceptable. We are not looking for sleek, professional videos. **Please hold cell phones horizontally when making your video and please send it via Dropbox.** Videos must cover one of the following topics below:

- Most interesting teaching moment or research finding in your career
- Most interesting/surprising/impressive example of advertising/marketing that has caught your eye in the past year or two, and why
- Discuss something about you that is not on your application
- What is your passion?
- Most striking thing you have noticed about student culture today on your campus, especially as it contrasts with student culture from your own days as an undergrad.
- A teaser about your Lunchtime Talk/Research

## **Final notes**

- **Check your calendars before submitting an application as you are expected to be available for seven days.**
- Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise.
- The number of placements in the VPP depends upon the number of companies willing to host a professor.
- Preference is given to professors with little or no industry experience and to those who have not already participated in the program.
- Professors who are placed should know that programs will differ – no two programs will be alike.
- Please do not apply if you have applied more than three times.
- The VPP is currently only offered to professors teaching in the United States.

## **The VPP... a beneficial experience for academia and the industry!**

Contact: Sharon Hudson, Vice President, Program Manager, at [sh@aef.com](mailto:sh@aef.com) or 646-708-8114 



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




### ***Journal of Advertising* Virtual Special Issue on International Advertising**

The *Journal of Advertising* is pleased to announce the Virtual Special Issue on **International Advertising**. Guest-edited by Professor Carrie La Ferle (Temerlin Advertising Institute, Southern Methodist University), this special issue features ten articles on international advertising. The articles were selected from the past decade (2007 to 2016) and make significant contributions to the understanding of international advertising by addressing neglected and/or cutting edge areas.

For more information on the Virtual Special Issue on **International Advertising**, please click this link:  
<http://explore.tandfonline.com/content/bes/ujoa-vsi-international-advertising>

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

For any inquiry regarding this virtual special issue: Professor Carrie La Ferle, [laferle@mail.smu.edu](mailto:laferle@mail.smu.edu)

Shintaro Okazaki  
Editor-in-Chief, *Journal of Advertising*  
King's College London 

# **Announcements** (Job)



DePaul University, Chicago

## **Assistant Professor of Advertising**

### **Full-time Faculty Positions**

Full-time faculty positions will be posted on a per-opening basis. [Postings](#) are organized by college/school and department. Applicants will be evaluated at the college/school level for the position which they are submitting an application. Unless noted by a close date, positions will remain open until they are filled. Qualified applicants are encouraged to apply.

### **Part-time Faculty Opportunities**

DePaul University invites expressions of interest for a pool of qualified Part Time Faculty to teach courses in a variety of disciplines across all 10 colleges and schools. Individuals may enter expressions of interest by submitting their credentials to any posting for which they are qualified to teach. Postings are organized by college/school and department. Screening of individuals in the pool is ongoing, depending on curricular need and funding. Individuals will be contacted by the department if they reach the finalist stage for teaching a particular course or set of courses. The pool will remain in place until the closing date specified in the posting details; those interested in remaining in the pool beyond that time must resubmit. All individuals in the pool will be notified by email when the posting is closed.

### **EEO/AA STATEMENT**

DePaul University is an Equal Opportunity / Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, religion, sex, sexual orientation, gender identity, national origin, age, marital status, physical or mental disability, protected veteran status, genetic information or any other legally protected status, in accordance with applicable federal, state and local EEO laws. A copy of DePaul University's Safety and Security Information Report and Fire Safety Report is available upon request. The report includes statistics about crimes that occurred on campus and public property immediately adjacent to campus. The report includes institutional policies concerning campus security, sexual assault and other matters. It also includes fire statistics, fire safety practices and standards of the institution. A copy of this report can be obtained by contacting the Crime Prevention Office at 773-325-7775 or by visiting the DePaul Public Safety website at <http://publicsafety.depaul.edu>.

Below you will find the details for the posting including any supplementary documentation and questions you should review before applying for the opening or submitting your interest in teaching. To apply for the position, please click the Apply for this Job link/button.

If you would like to bookmark [this posting](#) for later review, click on the Bookmark link. If you would like to print a copy of this posting for your records, click on the Print Preview link.

## Posting Details

### Classification Information

Rank: Assistant Professor

Tenure Status: Tenure Track

### Responsibilities

The College of Communication at DePaul University seeks an applicant for a tenure-track assistant professor position in advertising to begin August 2017.

The ideal candidate will have the ability to teach basic and advanced courses in advertising and offer expertise in such areas as creativity, account planning, advertising strategy, account management, digital media strategies, advertising sales, copywriting and/or art direction, Latino media and communication, and/or health communication. The successful candidate will join a dynamic, growing faculty who direct and support innovative and expanding B.A. and M.A. degree programs in public relations and advertising. We seek individuals 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 and advertising education. Applications are strongly encouraged from people with demonstrated success in working with diverse student bodies.

Our location in the heart of Chicago, the nation's third largest media market, provides an unparalleled opportunity to forge strong working relationships with key industry professionals and to offer students cutting-edge, pre-professional training.

A Ph.D. in advertising, mass communication, or a related field is required. ABDs will be considered, but applicants must have a doctoral degree by the time of appointment. Professional industry experience is desirable. Excellent research support available. Salary is competitive and commensurate with experience.

To apply, please visit the following link to complete the application form: <https://facultyopportunities.depaul.edu>

You will need electronic copies of: 1) a cover letter that addresses your interest in and qualifications for the position; 2) a current CV; 3) contact information of three references; and 4) one or more examples of published research.

Any materials that cannot be submitted electronically may be sent to:

Maria De Moya, Chair  
Advertising Search Committee  
DePaul University  
College of Communication  
1 E. Jackson Blvd  
Chicago, IL 60604

Review of applications will begin November 1, 2016 and will continue until the position is filled.

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

### Required Qualifications

A Ph.D. in advertising, mass communication, or a related field is required. ABDs will be considered, but applicants must have a doctoral degree by the time of appointment. Professional industry experience is desirable. Excellent research support available. Salary is competitive and commensurate with experience. ~~AA~~



# **Announcements (Job)**



FLORIDA STATE UNIVERSITY

## **Florida State University**

### **Assistant Professor Position**

The School of Communication at Florida State University is seeking a full-time, tenure-track Assistant Professor whose research focuses on the role of communication and/or marketing communication in improving health and well-being among ethnic minority groups.

The person filling the position will have the opportunity to work with the School's Center for Hispanic Marketing Communication and the University's Institute for Successful Longevity (<http://isl.fsu.edu>). Individuals whose research programs investigate the role of new digital communication technologies, culturally appropriate communication initiatives, and targeted multicultural communication messages in addressing health-related problems and health disparities among minority groups are encouraged to apply. Members of racial or ethnic minority groups as well as those with the ability to teach courses in multicultural/Hispanic marketing communication, advertising, and/or public relations are also especially encouraged to apply.

The faculty in the School of Communication teach and conduct research in four broad areas: communication in the public interest, strategic communication, media and technology, and multicultural/intercultural/international communication. The ideal candidate will build on our work in one or more of these areas, share a commitment to socially relevant scholarship, and engage in interdisciplinary collaboration.

A completed Ph.D. in communication or a related discipline is required by the start of the appointment. Competitive applicants will have a demonstrated record of scholarly publication, experience with seeking and strong potential for procuring external funding for research, and evidence of effective teaching. The person filling the position will be expected to teach in the undergraduate and graduate programs within the School, serve on School, College, and University committees, and advise students. More information about the School and its programs can be found here: <http://comm.cci.fsu.edu>.

Applications must include (1) a letter of interest detailing research and teaching interests, (2) an up-to-date curriculum vitae, and (3) contact information for at least three academic references. Application materials must be submitted via <http://jobs.fsu.edu/> (Job # 40946). Review of applications will begin on Nov. 15, 2016, with a starting date for the position in August 2017.

Please direct all inquiries about the position to Dr. Jay Rayburn, Search Committee Chair, School of Communication, Florida State University, [jrayburn@fsu.edu](mailto:jrayburn@fsu.edu); 850.644.8750.

Florida State University is an equal employment opportunity employer. ~~AA~~

# **Announcements** (Job)



## **Emerson College**

### **Executive-in-Residence | Marketing and Media Strategy**

#### **Job Title**

Executive-in-Residence | Marketing and Media Strategy

#### **Description**

Emerson College seeks an Executive-in-Residence faculty member to join the Dept. of Marketing Communication at the Boston campus. This is a one-year, recurring appointment commencing August 24, 2017, with the possibility, after three successful years, of promotion to Senior Executive-in-Residence accompanied by a recurring three-year term appointment.

#### **Primary Duties, Responsibilities, and Tasks**

Applicants should have deep practical experience in media and message-delivery systems, both digital and traditional. Previous engagement with innovative technology and interactive learning is a plus. This position requires 5+ years of media planning/buying/strategy experience, as well as an MBA or relevant master's degree. Prior classroom teaching experience at the college level in the context of a diverse student community is preferred. We seek a colleague to contribute to a growing, vibrant department, one who has the ability to create an inclusive learning environment. Emerson College believes diversity enriches the educational experience by providing students with the opportunity to learn from individuals who may have different backgrounds, experiences, and perspectives.

The successful applicant will join our faculty teaching rotation in the marketing communication curriculum, supplementing it over time with courses in new digital delivery platforms. The normal teaching load is three four-credit courses during both the fall and spring semesters. There may be opportunities to teach beyond the core undergraduate marketing communication curriculum, depending on qualifications. The position anticipates service contributions to include student advising, participation in departmental committees and the life of the college generally.

The Marketing Communication Department includes the Marketing Communication major and minor, two Masters Programs, minors in Business and in Entrepreneurship, as well as the new Business of Creative Enterprises major. The department has been named #5 among undergraduate departments of marketing in the United States by U.S.A. Today. All programs are professionally oriented, grounded in the liberal arts, and together they serve nearly 1,000 degree candidates. The department prepares students to work in an increasingly multicultural and global society.

Emerson College is committed to an active and ongoing engagement with diversity—in people, in the curriculum, in co-curricular activities, and in the College's intellectual, social, cultural, and geographical communities. Emerson endorses a framework of inclusive excellence, which recognizes that institutional excellence comes from fully engaging with diversity in all aspects of institutional activities. Members of historically under-represented groups are encouraged to apply.

Emerson College is dedicated exclusively to programs in communication and the arts, underpinned by liberal arts offerings. Located in the center of diversity-rich Boston, Emerson is surrounded by major healthcare and research centers. The College enrolls approximately 3,783 full-time undergraduates and 671 full- and part-time graduate students from 71 countries and 48 states.

## Diversity Statement

Emerson College believes diversity enriches the educational experience by providing students with the opportunity to learn from individuals who may have different backgrounds, experiences, and perspectives. Engagement with diversity in the curriculum, in our co-curricular offerings, and all other aspects of the College enhances the personal and intellectual growth of all members of our campus community. Emerson is committed to strengthening communities, including our workplace, by fostering the development of the intercultural competencies necessary for meaningful citizenship in an increasingly complex, pluralistic society.

## Special Instructions to Applicants

Please submit a cover letter indicating your professional orientation, educational philosophy and interest in Emerson College, along with a resume/CV and contact information for three references who will not be contacted without the applicant's written approval.

Review of applications will begin December 1, 2016, and continue until the position is filled. Preference will be given to applications received by January 17, 2017.

Questions about the position should be directed to the chair of the faculty search committee at [Donald\\_Hurwitz@Emerson.edu](mailto:Donald_Hurwitz@Emerson.edu).  
Review of applications will begin December 1, 2016, and continue until the position is filled. ✖✖



# **Announcements** (Job)



University of Colorado **Boulder**

University of Colorado Boulder

## **Open Rank Professor in Advertising Creative (07369)**

**Description:** The Department of Advertising, Public Relations and Media Design at the University of Colorado Boulder invites applications for an open rank position (full, associate, or assistant professor level) in creative to begin August 2017. The successful candidate would be expected to have an active leadership role in our award-winning creative program in advertising. The individual will bring considerable management and/or teaching experience and is expected to teach two courses per semester, make a substantial contribution to the program's future development and growth, and build and maintain relationships with creatives in the advertising industry.

The Department of Advertising, Public Relations and Media Design (APRD) offers a BS in Strategic Communication, a MA and a PhD in Strategic Communication. For more information, see the entry for Advertising, Public Relations and Media Design at <http://www.colorado.edu/cmci/>.

CU Boulder is a research university with approximately 25,000 undergraduates and 6,000 graduate students. Located at the base of the Rocky Mountains yet only 27 miles from Denver, Boulder is often named one of the most desirable places in America to live.

**Qualifications:** For consideration at full and associate ranks, applicants should be currently tenured at a similar rank at a peer institution. For considerations at the tenure-track, assistant professor rank, candidates should have a terminal degree (PhD or MFA) in advertising, mass communication or a related field, and demonstrate the following: 1a) a body of scholarship in advertising, advertising creative or a related area; and 1b) extensive professional experience including a management role; or 2a) a body of high-quality creative work in advertising; and 2b) extensive professional experience including a management role.

The University of Colorado is an Equal Opportunity Employer committed to building a diverse workforce. We strongly encourage applications from women, racial and ethnic minorities, individuals with disabilities and veterans. Alternative formats of this ad can be provided upon request for individuals with disabilities by contacting the ADA Coordinator at [hr-ada@colorado.edu](mailto:hr-ada@colorado.edu).

**Special Instructions to Applicants:** Review of applications will begin November 28 and will continue until the position is filled. Applications must be submitted electronically through the CU Careers website for consideration. If you have technical difficulties submitting application information, please contact the CU Careers help desk at 303-860-4200, extension 2 or [cucareershelp@cu.edu](mailto:cucareershelp@cu.edu). All other job related inquiries should be directed to the posting contact for this posting.

**Application Materials Required:** Cover Letter, Resume/CV, List of References

**Application Materials Instructions:** The applicant will submit a curriculum vita, cover letter that makes a case for why the candidate is a good fit for the position, and contact information (email address and phone) for three references.

**Department:** B0001 -- Boulder Campus - 11053 - Advertising, PR & Media Design

**Schedule:** Full-time

**Posting Date:** Oct 31, 2016

**Closing Date:** Ongoing

**Posting Contact Name:** Erin Schauster

**Posting Contact Email:** [erin.schauster@colorado.edu](mailto:erin.schauster@colorado.edu)

**Position Number:** 00726485 AAU

# **Announcements** (Job)



University of Colorado **Boulder**

University of Colorado Boulder

## **Assistant Professor of Public Relations (07380)**

**Description:** The Department of Advertising, Public Relations and Media Design at the University of Colorado Boulder invites applications for a tenure-track assistant professor position in the area of public relations to begin August 2017. The ideal candidate will be an outstanding researcher with the ability to teach a wide variety of courses in our undergraduate public relations curriculum. We are particularly interested in candidates with a strong research and teaching interest in the areas of (1) digital, social, and emerging media and (2) social responsibility, non-profit PR and social justice. Interest and ability to contribute to our PhD program is a plus. The standard course load is two classes per semester. The successful candidate is also expected to build and sustain ties with the public relations industry.

The Department of Advertising, Public Relations and Media Design (APRD) offers a BS in Strategic Communication, a MA and a PhD in Strategic Communication. For more information, see the entry for Advertising, Public Relations and Media Design at <http://www.colorado.edu/cmci/>.

CU Boulder is a research university with approximately 25,000 undergraduates and 6,000 graduate students. Located at the base of the Rocky Mountains yet only 27 miles from Denver, Boulder is often named one of the most desirable places in America to live.

**Qualifications:** A PhD in public relations, mass communication, or a related field is required. ABD applicants with exceptional research, teaching and professional experience will be considered with the expectation of completion of a PhD by the time of appointment.

The University of Colorado is an Equal Opportunity Employer committed to building a diverse workforce. We strongly encourage applications from women, racial and ethnic minorities, individuals with disabilities and veterans. Alternative formats of this ad can be provided upon request for individuals with disabilities by contacting the ADA Coordinator at [hr-ada@colorado.edu](mailto:hr-ada@colorado.edu).

**Special Instructions to Applicants:** Review of applications will begin December 5 and will continue until the position is filled. Applications must be submitted electronically through the CU Careers website for consideration. If you have technical difficulties submitting application information, please contact the CU Careers help desk at 303-860-4200, extension 2 or [cucareershelp@cu.edu](mailto:cucareershelp@cu.edu). All other job related inquiries should be directed to the posting contact for this posting.

**Application Materials Required:** Cover Letter, Resume/CV, List of References

**Application Materials Instructions:** The applicant will submit a curriculum vita, cover letter that makes a case for why the candidate is a good fit for the position, and contact information (email address and phone) for three references.

**Department:** B0001 -- Boulder Campus - 11053 - Advertising, PR & Media Design

**Schedule:** Full-time

**Posting Date:** Oct 31, 2016

**Closing Date:** Ongoing

**Posting Contact Name:** Erin Willis

**Posting Contact Email:** [erin.willis@colorado.edu](mailto:erin.willis@colorado.edu)

**Position Number:** 00726484 

# **Newsletter Advertising Policy**

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

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

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association of Educators for Journalism and Mass Communication)
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- ICA – International Communication Association
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

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

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu), for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 