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President's Column

AAA President's Report

by Karen W. King (University of Georgia)

The Executive Committee met in Atlanta in November. Planning for the 2020 Annual Conference in San Diego is well underway.

We have three interesting pre-conference sessions scheduled this year. A full-day session on Diversity and Inclusion is planned. It will include participants from academia and the industry. There will also be a half-day session on Online Classes followed by a half-day session on Artificial Intelligence. I encourage all of you to look over the descriptions of the pre-conference sessions, available in this newsletter, and consider coming a bit early to attend one or two of them.

Many thanks to all of the AAA committees for working hard this year. The Communication Committee, under Jameson Hayes (University of Alabama), and the Membership Committee, under Tae Hyun Baek (University of Kentucky), are working together to generate ideas for attracting new members and keeping our current membership informed. Our Communication Committee is introducing podcasts with links to our home page. I hope you will consider participating in these podcasts if the committee taps you for an interview. Thanks also to Scott Hamula (Ithaca College) and Hyejin Bang (University of Kansas) for managing content on the AAA Twitter and Facebook accounts.

In an October 28th article in the [New York Times](#), author Tiffany Hsu discussed the challenges for advertisers in a world where most consumers report that they don't like ads. While some may have been discouraged by the problems presented, I believe these challenges represent opportunities for our students. Our digital savvy students can be in a position to quickly become leaders in the field, especially in the emerging areas such as computational advertising.

A recent forum hosted by the Hubbard School of Journalism and Mass Communication at the University of Minnesota on October 18-20, "The Computational Advertising Research Thought Leadership Forum (TLF)," examined ways to advance the emerging field of computational advertising. The conference brought together scholars from advertising, marketing, computer science, communications, and the information and data science fields. The participants included junior and senior scholars, and industry thought leaders. According to organizer Jisu Huh from University of Minnesota, "The participants engaged in discussions of the recent transformation of advertising practice and research. They explored new areas of research and methodological approaches, in order to set a new research agenda

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Karen W. King

Research Feature

Consumer Online Privacy: Shifting Directions in Research

by Mariko Morimoto (Waseda University, Tokyo, Japan)

Advertising has always employed personal data for targeting/positioning, making creative, and media planning. In terms of research, the majority of past efforts focus on the use of personal data in advertising and consumers' negative perceptions, such as privacy concerns and avoidance. However, one may wonder if the growing popularity of data marketing has had any impact on consumers' online privacy concerns. Thus, there is a need to revisit the theoretical approaches in past research to arrive at new research directions that advance our knowledge about consumer privacy in advertising.



Mariko Morimoto

Privacy Research and Theoretical Approaches

Previous efforts exploring privacy often addressed privacy concerns. It is known that consumers have privacy concerns in the following areas: 1) transparency of data collection and dissemination; 2) data theft; and 3) remedies to address the improper use of personal information (Rapp et al., 2009). Further, information control is identified as one of the critical factors in alleviating privacy concerns.

Traditional Theoretical Approach: Focusing on Control, Concerns, and Negative Outcomes

The traditional field of privacy research assumes that consumers are concerned about marketers' access to, and use of, their personal information because of the perceived loss of information control. Responses to personalization efforts in advertising tend to be negative. Among the theories used to explain this behavior, Rogers' (1975) Protection Motivation Theory has been popular. The theory explains consumers' motivation for using opt-out functions to protect

their privacy from marketers (Strycharz et al., 2019). Further, the Psychological Ownership Theory (Pierce et al., 2001) examines the role of consumers' control over decisions involving their personal information, and argues that consumers feel vulnerable if they sense a loss of control (Aguirre et al., 2015). By taking a more pro-consumer stance, the Psychological Reactance Theory (Brehm, 1966) emphasizes consumers' willingness to regain the freedom to accept personalized advertising of their choice. This theory describes consumers' eagerness to decide which advertisers should have access to their personal information. The access by unwanted/unwelcome parties could lead to negative consequences, such as avoidance, because of privacy concerns. Although these are only a few of the theoretical frameworks used in previous studies, the majority of the research is built on the assumption that consumers are unwilling to share their personal information with advertisers in a uniform manner, and this is disappointing for advertisers. While this assumption is likely to persist, we may wonder if consumers are always vulnerable and worried about not being in charge of their information.

From a Different Angle: Consumers' Assessment and Management of Personal Information

The other approach recognizes a change in consumers' perceptions toward data usage by advertisers. The concept of personalization-privacy paradox—the tension within an individual's mind when he or she sees benefits of personalized commercial information and simultaneously becomes concerned about their privacy (Sutanto et al., 2013)—reflects the ambivalence in consumers' attitudes toward data use by third parties. The Privacy Calculus Theory (Dinev and Hart, 2006) is a popular framework to explain this phenomenon. It states that consumers make privacy-related decisions after assessing both benefits and risks associated with the disclosure of personal information (Gutierrez et al., 2019). Research based on this theory tends to investigate consumers' self-disclosure of personal information to marketers and suggests that consumers may actually

Mariko Morimoto Bio

Mariko Morimoto is Professor of Marketing in the School of International Liberal Studies at Waseda University, Tokyo, Japan. Her research expertise includes consumers' online privacy concerns and source credibility. Her work has been published in the *Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Interactive Advertising*, among others. Previously Morimoto was a faculty member at the University of Georgia and Emerson College. At Waseda University, she teaches marketing, consumer behavior, advertising, and persuasion courses.

consider sharing their information with, and accept customized messages from, third parties depending on the potential benefits they obtain, rather than automatically rejecting them. Similarly, research based on the Communication Boundary Management Theory (Petronio, 1991) examines privacy in relation to the self-disclosure of personal information, instead of emphasizing concerns. The premise is that a person tries to maintain a balance between disclosure and concealment of private information based on the rules he or she makes; the decision to disclose depends on how private the disclosed information is considered (Robinson, 2017). Applications of these theories to privacy research show that instead of guarding all their personal information from marketers, consumers feel more confident about judging and deciding the types of information that can be disclosed to marketers without risks. This approach regards consumers as more capable of navigating information security on their own.


Research on Consumer Online Privacy in the Future

The findings about consumers' online privacy have also been inconsistent. Some consumers appear more confident in controlling their information and have fewer privacy concerns, whereas others tend to be more concerned and engage in protective behaviors. A possible explanation for this is the increase in consumers' information literacy owing to the rapid technological advancement and lifestyle changes. Technologies allow consumers to control their personal information, and consumers grow more accustomed to providing information through online activities. These trends could reduce consumers' resistance to information collection by advertisers. My own qualitative research on consumers' perceptions toward privacy on social media advertising reveals that the participants see more benefits in personalized ads sent by advertisers than random ads; further, some participants prefer more personalized ad messages because the ad content quickens decision making. They also indicate that their previous experiences with the advertiser do not influence their perception of usefulness of personalized advertising and attitudes toward the ad, provided the personalization is considered appropriate and valuable. This interesting finding does not necessarily agree with past scholars' suggestion that previous experiences and trust in advertisers are important to ease the negative responses toward personalized advertising (although it needs to be verified through more research).

This perception of information usefulness does not lay the issue of privacy concerns to rest; however, it indicates that consumers are becoming more knowledgeable about data collection practices and confident about managing their information. So, negative reactions to the use of personal information in advertising may be avoided. Just as the way

we communicate with consumers through advertising has changed dramatically, so too has the idea of privacy in the age of digital advertising. The area of consumer privacy in advertising research—a popular field explored by many scholars—will witness more thought-provoking discussions. After all, there is never a dull moment in privacy research.

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Teaching Feature

Enhancing Online Learning Experiences

by Manu Bhandari (Arkansas State University)

Teaching online classes has become an important part of my academic duties. But I'm certainly not an online teaching expert. As junior faculty, I'm just learning everyday from my personal experiences and knowledge my helpful colleagues are kind enough to share. But recent growth in our online enrollment has led us to answer some questions about handling classes with a relatively small faculty size. In this piece, I seek to simply share four things that I think may be useful to consider when planning and executing online programs. Experiences will probably differ at individual programs, and many tips exist out there to help improve online teaching. But I speak mostly from my own and some of my colleagues' experiences with hopes that some faculty members—especially in smaller strategic communication programs like ours—can find the information useful.



Manu Bhandari

Communicate clearly and regularly.

In online classes, clear communication about class tasks, grading rubrics, expectations and activities becomes even more important. Students are often busy professionals with limited time, especially at the master's level, and they cannot meet us in-person every week to discuss class materials. So, for instance, grading rubrics need to be very clear (my senior colleague Dr. Polin Pan is big on this point). It also helps to provide multiple reminders about due dates and clearly communicate details that students in a brick-and-mortar setting do not need, such as what time zone you will follow when setting deadlines. Expectations should be clear, particularly at the start of the semester. My TA also sends a note after each assignment/project deadline about when the students can expect the grades to be posted by (many

institutions require grades to be posted within 72 hours). Some students have also emailed me expressing an appreciation for regular communication with them.

Have a policy in place to handle class size/growth

Growth in student number can make you answer questions about how many students you want in a class to ensure quality online teaching. Therefore, it's useful to have a policy in place to ensure your program's capabilities—and faculty member's—can comfortably handle growth to best serve the students. When introducing a new emphasis area/track, for instance, it's useful to consider first whether there are enough resources to handle growth in the older emphasis areas/tracks (especially if older tracks are seeing enrollment growth). Yes, hiring adjuncts can help, but that's assuming it's easy to find quality adjuncts, often on short notice. This may not work out perfectly for everyone every time. Related to this, course mapping needs to ensure a student joining any semester can enroll in the desired classes to graduate on time. Students do not want to spend extra money and/or time to graduate, especially if the program has promised them graduation within a certain time frame.

Appear more human to the students.

Online teaching can lack a personal touch comparable to brick-and-mortar setting. Online students may not get to interact with professors in person and thus do not get to see their personality as much. But it does not have to be that way. You can show your personality via your emails, announcements, assignment instructions and so on and so forth to better connect with the students. This is a point our online program coordinator Catherine Bahn really emphasizes. She feels bringing out your personality in your communication with online students humanizes you more to the students. Students are human beings with a life of their own with their own everyday concerns, and they need to feel appreciated and valued. So, it's important to engage the students in a professional manner yet remain personal in some way.

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Manu Bhandari Bio:

Manu Bhandari is an assistant professor of strategic communication in the Department of Communication at Arkansas State University's College of Liberal Arts and Communication. His research interests include using experimental designs to examine online information processing and electronic word of mouth/user-generated content. His work can be read in journals like *International Journal of Advertising*, *International Journal of Strategic Communication*, *Science Communication*, *Newspaper Research Journal*, *Computers in Human Behavior*, and *Health Communication*, among others.

Preview of 2020 AAA Pre-Conference

Taking Traditional Advertising Courses Online: Creatively and Interactively Working With Curriculum and Technology (March 26, 2020 at 8:00 a.m.-12:00 p.m.) by Robyn Blakeman (University of Tennessee, Knoxville)

If you have ever considered redeveloping one of your existing classes or developing a brand new course and delivering it as an online option but don't really know where to start, this informative panel discussion is for you. Placing an existing or new course online is a big decision. There is a lot to know, a lot that can go wrong, a lot of




Robyn Blakeman

excitement, and a lot of educational firsts, for both you and your students. Deciding how to make a class interesting, educational, interactive, and interpersonal, all at the same time, often requires some creative ingenuity. Choosing from the multitude of interactive options any one course can contain can also be daunting, such as whether to use: video lectures, discussion boards, podcasts, links to posted readings, or quizzes, to name just a few of the available options. Certainly as important as content is grading, attendance practices, and ensuring student interaction.

If you or your department is considering tackling online course development but have lingering doubts or prejudices, just don't know where to start, are unsure of the overall best practices, or even what not to do, then you should consider attending the AAA pre-conference panel, "Taking Traditional Advertising Courses Online: Creatively and Interactively Working With Curriculum and Technology." This informative panel of eight (Associate Professor Robyn Blakeman, University of Tennessee, Knoxville, Associate Professor Courtney Childers, University of Tennessee, Knoxville, Jason Brown, University of Tennessee Office of Information Technology (OIT) Digital Media Services and Video Production Specialist, Steve Chastain, University of Tennessee Office of Information Technology (OIT) Digital and Emerging Media Specialist, Professor Michael Weigold, University of Florida, Assistant Professor Steven Holiday, University of Alabama, Chad Mezera, Assistant Dean of Online Programs at West Virginia University, and Associate Professor Heidi Hennick-Kaminski, University of North Carolina), has decades of experience developing, teaching, maintaining, and promoting an online experience that will not only help to educate you on

best practices, but showcase developmental options based on class content, interactive possibilities, and most importantly, how to maintain student interest.

We look forward to an educational and lively discussion about digital course delivery. Hope to see you there. 

Computational Advertising Research Thought Leadership Forum (TLF) In conjunction with **the *Journal of Advertising***

To examine important and timely issues in data-driven advertising and to advance the emerging field of computational advertising research, the Hubbard School of Journalism and Mass Communication, University of Minnesota hosted the Computational Advertising Research Thought Leadership Forum (TLF) on October 18-20, 2019 in Minneapolis, MN. With the goal of setting new research agenda, innovating methodological approaches, and expanding the application of the computational research approach to advertising practice and scholarship, this TLF brought together prominent senior scholars, industry thought leaders, and active junior scholars across the advertising, communication, marketing, computer science, law, and information and decision science fields. Twenty-five participants engaged in an intensive 2-day paper hackathon examining the broad landscape of computational advertising and surrounding macro issues, ad content-related issues, ad-delivery and media issues, and advertising effects and outcome assessment issues. Research papers developed from this TLF, based on the collaboration among scholars from varying methodological and disciplinary perspectives and different expertise, will be published in the *Journal of Advertising* Special Section, co-edited by Jisu Huh (University of Minnesota) and Ed Malthouse (Northwestern University).



Artificial Intelligence for Advertising Research (March 26, 2020 at 1:00 p.m.-4:30 p.m.)

by Hairong Li (Michigan State University)

One of the latest advances in advertising is the rise of artificial intelligence (AI) in recent years. Comprising largely machine learning, natural language process, artificial neural network, voice recognition and computer vision, AI has great potential for betterment in many aspects of advertising, such as consumer insight generation, advertising creativity, media planning and execution, and campaign optimization and effectiveness assessment. It is likely to add more humane elements to the increasingly popular programmatic advertising, which still generates large amounts of irrelevant and annoying ads. Thus, AI has become a new subject for advertising research and education.



Hairong Li

Growing interest in AI and advertising is already manifested in the AAA community. A special topics session on the role of AI in advertising at the 2019 AAA conference, chaired by Harsha Gangadharbatla, attracted a roomful of audience even though it was on Sunday morning and generated lively discussion among the attendees and panelists. A special section of the *Journal of Advertising* on AI and Advertising, guest edited by Hairong Li, was released in September 2019. The special section consists of four articles that cover the impact of AI on the process of advertising, the role of AI in advertising creativity, an algorithm for personal ad creation, and a recommender system for two-sided media platforms. Intelligent advertising is defined as consumer-centered, data-driven, and algorithm-mediated brand communication in the special section. Shelly Rodgers, incoming editor in chief of the *Journal of Advertising*, recently distributed a themed issue call for papers on promises and perils of artificial intelligence and advertising. The call states that AI research is gaining momentum in many fields such as marketing, communication, psychology, technology and health, but research on AI and advertising is limited, suggesting significant opportunities.

To address the need for ideas to stimulate research on AI and advertising, this half-day pre-conference will explore some fundamental issues, such as most advertising-relevant AI technologies, intelligent advertising as a hybrid of salesmanship and salesmachineship, the role of AI in consumer experience, AI-powered creativity, personalization,

and the effectiveness of recommender systems vs. human recommendations. Seven thought leaders who have done research in these areas will share their studies and perspectives. They are Harsha Gangadharbatla, University of Colorado, Boulder; Louisa Ha, Bowling Green State University; Jisu Huh, University of Minnesota; Scott Koslow, Macquarie University; Cong Li, University of Miami; Yuping Liu-Thompkins, Old Dominion University; and Guohua Wu, California State University, Fullerton.


For more information, please contact the pre-conference chair Hairong Li, Michigan State University via email: hairong@msu.edu. 

Continued from page 4 by Manu Bhandari.

In this regard, positive steps could also include inviting your online students to be a part of your program's on-campus events or celebrations, including them in your program awards and honors, and also holding virtual office hours for those who want to talk face-to-face.

Consider student-side technology, too.

Technology is a factor to consider not just on the teacher's side but also on the student's side. Online students are all expected to have internet access. But given the proliferation of smartphones, coupled with their busy professional life (especially for master's students), many students may seek (or often need) to access your course materials on portable devices, such as mobile phones. Therefore, whenever we post materials for them, it's good to at least consider the technological capabilities students would need to access those materials. Yes, instructors may often need to provide bigger files (e.g., video lectures etc.) to ensure quality teaching/lessons. The main point here is not to restrict posting of larger-size files. It is to just do our best to, for instance, reduce the size of the materials we post and/or provide more "mobile-friendly" materials/versions whenever possible. It's about helping them to access materials in an easier way *whenever possible* (for instance, when they may not be in an unlimited-data, big-screen and/or powerful-processor context).

Strategic communication programs differ at various institutions, and many factors influence success of online programs. Above, I just expressed a few points to consider based on my (and some colleagues') experiences with hopes that some of what was said can help some (especially newer and smaller) online programs/faculty members. 

Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, and Practice

(March 26, 2020, Full-Day)

by Saleem Alhabash (Michigan State University)

There are important gaps in our industry and academic programs between valuing diversity and truly capitalizing on the power and importance of diversity, equity, and inclusion to our professional and academic fields. Thinking and talking about DEI is complex, and so is enacting change in this domain. While there is currently a strong push for greater DEI, it is critical to assess the efficacy of strategies programs and industries have previously implemented to foster and embrace DEI in the workplace, at the university, and in the research team. To this end, the goal of this pre-conference is to engage in an honest dialogue about the reality of DEI and representation within our programs – in terms of faculty and students – as well as the quality of our training for DEI in advertising. To do so, we have assembled a group of scholars, educators, students, and advertising professionals with varied experiences and expertise in relation to DEI in advertising. In addition to interactive sessions, the pre-conference is allocating time and space for audience members to furthermore engage in the conversation and shape the discussion moving forward.



Saleem Alhabash

The pre-conference is divided into four main sessions: The **first session** offers a general and theoretical overview of DEI, and by default, stereotyping and discrimination in advertising as a discipline and practice. The purpose of the first session is to set the stage with an evolving foundation for the day's dialogue about DEI. It's theory-heavy, yet with deep practical grounds and implications. The **second session** focuses on DEI in curriculum and training within advertising programs, agencies, and organizations. Panelists will share best practices, pitfalls, and challenges with regard to teaching and training students, faculty, and employees about DEI. **McGhee Williams Osse** of Burrell Advertising will deliver a keynote address over **lunch**. The **third session** tackles the issue of implementing policies and strategies for greater DEI in academia and industry. Panelists will share case studies, research, and experiences related to diversifying programs and workplaces through both recruitment and engineered cultural change within organizations. The **fourth session** is an open-dialogue session. Call it an "un-conference." This is where a few speakers will briefly share their own experiences

of discrimination and injustice, and how they overcame and/or cope with those incidents, yet the majority of the session will be dedicated to facilitating a dialogue among participants about the day's focus and beyond. This session will follow the format of a Sustained Dialogue® to engage the audience with the objective of envisioning change within our current system to enhance DEI in advertising.

The overarching purpose of this pre-conference is to start the conversation – a dialogue – about DEI in our field with a careful eye toward realizing action, change, and prosperity in this domain. The pre-conference is structured in a way to lead the dialogue and translate experiences, complexities, challenges, and opportunities to strategies that we can all implement in our own lives, work, and organizations. It's not just about 'talking,' but also about 'doing!'



Teresa Mastin



Gordon Miracle



Kim Sheehan



Wei-Na Lee

The pre-conference is co-organized by Saleem Alhabash (Michigan State University), Teresa Mastin (Michigan State University), Gordon Miracle (Michigan State University), Kim Sheehan (University of Oregon), and Wei-Na Lee (University of Texas at Austin).

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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 **January 15**, at joonghwa.lee@und.edu

Graduate Student Spotlight

Chris Noland (University of South Carolina)

Every time I tell someone I'm from Louisiana, their eyes light up and they ask me to regale them with stories of New Orleans and everything Cajun. I do my best to let them down gently and tell them that I'm actually from Shreveport, 2 ½ hours directly east of Dallas, Texas and that I'm a Cowboys fan. My wife and I moved to the Charleston, South Carolina area and I earned my master's degree in communication from the College of Charleston and they let me stay on as an adjunct instructor. I enjoyed teaching and researching which led me to seek out PhD programs.



Chris Noland

My wife is a veterinarian and had a great job in Charleston so I took advantage of a wonderful opportunity when I was accepted into the doctoral program in the School of Journalism and Mass Communication at the University of South Carolina. I drive two hours each way; so the bags under my eyes are a bit defined but it distracts from the baldness, so I come out ahead. Doctoral students are often told to come in knowing exactly what they want to do as far as research agendas are concerned and apply that interest to every class paper to work towards a dissertation. For many people, that works out great. Honestly though, I wasn't sure of exactly what I wanted to do. All I knew was that I was interested in emotions and persuasion. However, it was not immediately clear how I would be able to apply those concepts in a mass communication program as they seemed much more interpersonal to me. Little did I know.

Through a series of serendipitous events, I was paired with Dr. Taylor Wen as her graduate assistant and she introduced me to the world of advertising research. Together, we have worked on several studies involving native advertising and have started incorporating mood, arousal, and discrete emotions into our research to see how they influence

consumer behaviors and attitudes. When we first started, native advertising was a completely foreign concept to me. Now though, I've given guest lectures on native advertising and even incorporated native ads into the classes that I teach. I have also had the opportunity to work on projects involving mood and emotions in other contexts such as health advertising and controversial advertising.

Working on these projects served as an awakening of sorts as far as my research agenda is concerned. I now consider myself an advertising researcher which is not something I would have necessarily pursued in the past. However, all it took was a nudge by a mentor or two and I kicked the door open to endless research possibilities that I find both inspiring and interesting. I realized not only how many different ways there are to research advertising, but how I could take elements that I'm particularly passionate about (emotion, mood, etc.) and apply them directly to this ever-expanding discipline. Specifically, I'm interested in mixed emotions and their interaction with behaviors and attitudes in different advertising contexts. I'm also beginning to incorporate biometrics into my research which is a fun and exciting challenge.

This being an advertising research publication, it's a given that I would address areas of research that I enjoy. I also want other graduate students who might find themselves in a similar position to me to understand this: It's okay to not know exactly where you're going right when you get to school. Surround yourself with good people and collaborate with professors who can become mentors who guide you. That's what happened for me and I'm a much better researcher for it. *AA*

Chris Noland Bio:

Chris Noland (cnoland@email.sc.edu) earned his B.A. in Journalism and Speech Communication from Louisiana Tech University in 2001 and M.A. in Communications from the College of Charleston in 2014. Now a doctoral student at the University of South Carolina, he teaches Principles of Advertising, Account Planning, and Public Opinion while pursuing research interests in mixed emotions, mood, and consumer behavior.

Mengyan Ma (Michigan State University)

My daughter was born at the very beginning of my third year of my Ph.D. program. Although it took me nearly a year to figure out a way to balance my family, doctoral studies, and academic work, now, as a 5th year Ph.D. candidate, I have learned quite a bit about navigating doctoral education and academia as a full-time student and parent. For other parents or prospective parents, here are a few tips:



Mengyan Ma

Manage your time wisely: I juggle multiple roles. I am a Ph.D. candidate, teaching assistant, research team member, wife, daughter, and mom. With many commitments pulling me in different directions, I must spend my time more wisely. After giving birth to my daughter, I now spend far more time arranging and rearranging my calendar to maximize my efficiency. For example, realizing that I was not able to work on complex projects such as my dissertation or job materials when my daughter was awake, I created a list of other tasks I could manage while she is around. Now, I sometimes use this time to brainstorm ideas for research projects or reflect on what went well or poorly in the classes I help instruct.

Give yourself an earlier deadline: Before I had my daughter, I could work anytime and anywhere. Sometimes, I even completed a conference paper minutes before the deadline. I cannot do this anymore as, often, my daughter's needs derail my well-planned schedule for the week. Since I cannot foresee an ear infection or a sleepless night, I now set earlier deadlines for myself; I build in my own grace periods so I can still submit that paper or grant even if the unexpected arises.

Find a support group: While being a student-parent presents its own blessings and complications, parenting is made far more challenging when working with others who do

not understand or respect what it means to be an actively engaged parent. Having worked with some unaccommodating colleagues and faculty--ones who, for example, scheduled meetings knowing this time conflicted with daycare pick-up, I know first-hand how important it is to find supportive peers and faculty. Although this is certainly not possible for all students in all situations, I do encourage student-parents to find people who understand your role as a parent.

Pursue your dreams: As a mom, a wife, and everything else I am, I also need my own dreams. Although overjoyed to see my daughter grow, while on maternity leave, I sometimes felt isolated and disconnected from my professional goals. Certainly, many find their purpose as a parent, but for me, at least, I realized that while it was difficult to balance parenthood and my academic workload that both these things have enriched my life. It is okay if you are not like me, but it is important to know what your dreams are, so that you prioritize what matters most to you. ✨

Continued from page 1 by Karen W. King.

and expand productive research collaboration among scholars from varying methodological and disciplinary perspectives." Research papers developed from this TLF will be published in a *Journal of Advertising* Special Section, co-edited by Jisu Huh and Ed Malthouse (Northwestern University). This issue is tentatively scheduled for issue 49/2.

Our much loved, Pat Rose, will officially be stepping down as AAA Executive Director at the end of 2019. Fortunately, she has agreed to stick around to help through the 2020 conference in San Diego. Pat joined AAA 30 years ago and served as President in 2006. She became the Executive Director in 2008 and took over conference responsibilities in 2010. It is safe to say that there are not many people who have had this kind of lasting impact on AAA. Don't miss the opportunity to thank her for all she has done for this organization at the San Diego conference. I am looking forward to seeing all of you there! ✨

Mengyan Ma Bio:

Mengyan Ma (mamengya@msu.edu) is currently a Ph.D. candidate in the Department of Advertising and Public Relations with a graduate certificate in Community Engagement at Michigan State University. She received her Bachelor's degree in Finance Engineering from Wuhan University (China) in 2013, and Master's degree in Advertising with an advertising ethics certification from Michigan State University in 2015. Using quantitative and qualitative methods, her research interests lie at the intersection of social media, family communication, and intergroup communication across different contexts to promote physical and psychological well-being. She has been teaching undergraduate courses including Digital Analytics and Media Planning since 2015.

Lindsay Bouchacourt (University of Texas at Austin)

A Work in Progress

As I am half-way through my second year, I can reflect on my time as a PhD student. There has been a lot of stumbling, learning, and growing. This semester I've gotten to watch the first-year cohort learn how to be PhD students, and I think back on my first semester. I moved from Florida to



Lindsay Bouchacourt

Texas for my PhD program, and it was my first time living away from my home state. In my first semester, I struggled and felt out of place—your typical imposter syndrome. As time went on, I made friends, got involved in research, and started exploring my new city. Sometimes I forget how out of place I felt my first semester. Writing this piece gave me time to reflect, and I started thinking of advice I would give to PhD students in their first semester. The three items below are still a work in progress for myself, but I think they are worth sharing.

1. Know that you've earned the right to be here.


With time comes growth and confidence, and a year has made a significant difference in my sense of belonging. I started my first semester feeling lost and insecure. Most of my cohort was internal, so they already knew the university and the professors. I came from another state, and I didn't even know what I wanted to research. I felt overwhelmed by all the changes happening in my life. As my first semester progressed, I jumped on any opportunity to do research, and I bonded with my cohort as we all took the same classes. Now a year later, I find comfort going to campus and doing my work and going to class. I also recently learned that many people in my cohort struggled just as much as I did. Everyone goes through it. If you feel lost, give it time—you'll find your way.

2. Be comfortable with being uncomfortable.

Being uncomfortable could be three papers due in one week, presenting a conference paper in a room full of strangers, or

interviewing people on a sensitive topic. The process of getting a PhD is several years of discomfort and then you graduate. I think it is necessary to accept discomfort as part of the job. Unfortunately, this is exhausting, so take advantage of any natural school break (e.g. summer or winter break) and get some rest.

3. Don't strive for perfection, strive for done.

This is the most difficult for me. I think most people pursuing a PhD are perfectionists, and it has been difficult letting go of perfection. You can't be perfect in everything you do and finish everything on time. It's not realistic, and I'm learning to accept this. A finished paper is better than a "perfect" unfinished paper. It is better to get things done imperfectly than to allow the fear of imperfection stop you from finishing. 

Journal of Current Issues & Research in Advertising

The *Journal of Current Issues and Research in Advertising* has been upgraded by the Australian Business Dean's Council (ABDC) 2019 journal ranking list. *JCIRA* is now ranked as a "B" journal. Advertising scholars should take note that the ABCD journal rankings are a credible and accepted ranking system by an external body in cases of tenure and promotion.

Barbara J. Phillips
Editor-in-Chief

Journal of Current Issues and Research in Advertising
Edwards School of Business
University of Saskatchewan

Lindsay Bouchacourt Bio:

Lindsay Bouchacourt (lbouchacourt@utexas.edu) is a second-year advertising PhD student at The University of Texas at Austin. She is interested in nonprofit advertising and health communication, specifically in relation to consumer behavior, personality, and social media. She is also interested in identity and how a person's individual traits affect their attitudes toward advertisements and purchasing behavior. Lindsay has a B.S. in Communications from the University of Miami and a M.A. in Advertising from the University of Florida. She is originally from Plantation, Florida, and in her spare time she fosters animals for the Austin Humane Society.

Lincoln Lu (University of Florida)

As grad students, I feel like we are all under pressure, pushing down on me, pressing down on you, no one ask for. But as Misters Bowie and Jagger has shown us, pressure is much easier to deal with alongside a partner (or several). Grad school can often become lonely experiences; struggles with courses, homework, grad assistant positions, comprehensive/qualifying exams, and dissertations are all individual ventures that can contribute to the sense of solitude. I know how easy it can be to fall into a habit of spending countless hours in front of your computer, working on an ever-growing list of tasks with no end in sight. While this can be necessary in short bursts to get through a particularly tough period of deadlines, it shouldn't be the norm.




Lincoln Lu

Grad school might not be fun in a traditional sense, but it is a growing experience. This is not limited to academic growth either. Your cohorts are often a diverse mix of people, coming from different backgrounds, with unique experiences and interests. Time spent with your cohort, outside of class, talking about everything but school and research can be incredibly rewarding. Allowing yourself time to relax and recharge will help improve the quality of your work for the next cycle of deadlines and craziness.

Another way to practice self-care during grad school is to exercise and stay active. A walk around campus, riding your bike to campus, or even hitting the weight room will release those dopamines and make those late-night sessions in front of the computer feel a little less exhausting. While it might appear like I'm suggesting you spend hours a day away from your research, a bit of creativity can allow you to multitask and do both. I know from personal experience that a couple hours on a treadmill can cover a lot of miles and a lot of reading on my tablet.

But sometimes you really do need to step away from your work for a moment. Rest isn't something that you have to earn for doing so much work. Rest is an essential part of your life and something that you need in order to function at your best. Sometimes you will need to say "no" to a project, and that's ok. Find out how much you can take on and keep juggling between your projects. Building up that number as you become a more experienced researcher is part of the learning process. It doesn't do you any good to pile on too many projects and watch everything come crashing down.

I preach maintaining a healthy work/life balance, some semblance of social life, and physical activity because it helps make you a better and more productive researcher. I know I said earlier to talk about anything but school when you're hanging out, but as academics, we inevitably think about how things relate back to research; hanging out with my cohort outside of school has led to some interesting research ideas. In fact, my research partner and I started our partnership during one of these hang out sessions, and it spawned a grant proposal and four accepted conference papers in our first year of working together. While your own experiences may vary, remember that you were accepted into your program for a reason, as were your cohorts. And as the old saying goes, two heads are better than one. 

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 **January 15**, at joonghwa.lee@und.edu

Lincoln Lu Bio:

Lincoln Lu is a second year Advertising doctoral student at the College of Journalism and Communications at the University of Florida. His research focuses on the non-verbal aspects of mass communications, such as the cultural meaning transfer of image and images. Specifically, he's interested in how masculinity and male identities are created and communicated in contemporary society. Lincoln received his BA and MSc from the University of Saskatchewan in Canada. Most days for Lincoln are split between his office and his bike. His doctoral supervisor is Dr. J. Robyn Goodman.

AAA Notes

Awards and Honors



Carrie La Ferle

Dr. Carrie La Ferle has been named as the *Marriott Family Endowed Professor of Ethics & Culture* in the Meadows School of the Arts at Southern Methodist University. The Marriott Family Endowed Professorship is intended to recognize and enhance an already highly esteemed faculty member's pursuit of a strategic priority for the Temerlin Advertising Institute and allow the faculty member to tackle complex issues of importance to the field of advertising and marketing communications.



Jooyoung Kim

Dr. Jooyoung Kim has been named [the Dan Magill Georgia Athletic Association Professor in Sports Communication](#) at the University of Georgia. The professorship honors Dan Magill, former UGA sports information director and tennis coach who is recognized as the winningest coach in NCAA Division 1 history.



Ximena Ferro

Ximena Ferro (Universidad San Francisco de Quito) was named [Women to Watch in Ecuador's first edition](#). The event took place on July 2nd in Guayaquil where Ximena was one of the twelve women that influence the advertising industry of the country. Ximena was the only representative of the academics, however her relationship with the industry was considered for this award.



Kara Chan

Dr. Kara Chan (Hong Kong Baptist University) has awarded Senior Fellowship of Higher Education Academy, UK.

Grants and Fellowships

Dr. Chen Lou (Nanyang Technological University) has received a Ministry of Education, Singapore grant as the sole PI (\$\$66,640.00, 2019-2021) to work on the project,



Chen Lou

"Redefining parasocial relationships in social media marketing and ensuring adequate consumer protection".



Joonghwa Lee

Dr. Joonghwa Lee (University of North Dakota) has received the Undergraduate Research/Creative Activity Fund (\$5,930.06) from the College of Arts and Sciences at the University of North Dakota.

Job Changes, New Hires, and P&T



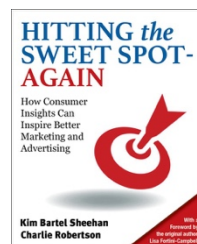
Kartik Pashupati

Dr. Kartik Pashupati (Ph.D. Michigan State University) is joining Numerator as Senior Research Manager in October 2019. He was previously Manager of Analytics at Epsilon (a Publicis Groupe company). He will be working remotely from the Dallas area. Numerator, based in Chicago, is a company that combines advertising, promotions, pricing and digital shelf data to help marketers understand why consumers buy — along with comprehensive data on purchasing behavior.

Dr. Kara Chan has been appointed the Associate Dean of the School of Communication at Hong Kong Baptist University.

Dr. Jooyoung Kim has been promoted to Professor at the Grady College of Journalism & Mass Communication at the University of Georgia in fall 2019.

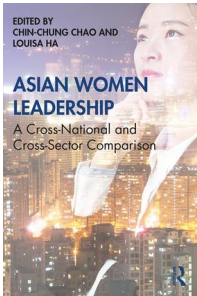
Book Releases



Dr. Sheehan Kim (University of Oregon) and Charlie Robertson (Red Spider) published [Hitting the Sweet Spot – Again](#) with Melvin and Leigh. It is an update on the classic by Lisa Fortini Campbell.




Laurence Minsky (Columbia College Chicago) and Ilan Geva published [Global Brand Management: A Guide to Developing, Building, and Managing an International Brand](#) with Kogan Page.



Louisa Ha, Bowling Green State University, co-edited a book on [Asian women leadership: A Cross-National and Cross Sector Comparison](#), published by Routledge in August 2019.

Other News

The school of advertising at Universidad San Francisco de Quito in Ecuador (Head: Ximena Ferro) was elected as "Best School of Advertising of the Country" at FICE (Festival Iberoamericano de Creatividad y Estrategia) and the award was received at Wina (World Independent Advertising Awards) 2019 in Bogotá, Colombia.

Bowling Green State University launched an interdisciplinary major in advertising this fall. The major will consist of courses in marketing, media production and studies, communication, graphic design apart from advertising classes with two internships (one on-campus and one off-campus in advertising industry) and a capstone campaign course. Louisa Ha is the advertising major advisor. 

Join Membership AAA-EAA



Soon it will be time to renew your AAA membership. As you do, please take note that you can be a joint member of the American Academy of Advertising AND the European Advertising Academy. Why might you want to join the EAA? You may have met some fun and interesting scholars from Europe at our annual conferences who are joint members. Did you know, that the EAA also has a major conference each year? If you are interested in attending, it is time to start planning ahead. Here are some details:

The 19th International Conference on Research in Advertising 2020 will be held in Bordeaux (France), June 25 to 27. Paper submission deadline is March 15, 2020. Like AAA, ICORIA welcomes a wide range of advertising scholarship inclusive of diverse topics, paradigms and methods. It would be great to see more of our US scholars there. Oh, and did we mention that Bordeaux is often called "The Wine Capital of France?" It's a beautiful town in the southwest on the Garonne River, with notable architecture, great museums, lovely countryside, vineyards and warm, friendly people. For more information about the conference go to: <http://www.europeanadvertisingacademy.org/conference-2020/>

When you're at the upcoming AAA conference in San Diego this March, be sure to meet our joint members from the EAA.

Announcements (Call for Papers)

Journal of Advertising **Themed Issue on Advertising in Hospitality, Tourism and Travel**

Guest Editor

Marla B. Royne (Stafford), *University of Nevada – Las Vegas*

Submission Deadline: February 29, 2020

BACKGROUND

Advertising is critical to building a brand, attracting new customers, and maintaining loyalty, yet no systematic effort has brought together advertising as an integral part of hospitality, tourism, and travel (HTT) scholarship even though connections could serve to strengthen existing research.

The HTT industry is one of the largest industries in the world, and dominates the service arena. In fact, in the U.S. alone, the travel and tourism industry generated more than \$1.6 trillion in economic output in 2017. According to projections by the U.S. Department of Commerce, the U.S. expects to welcome 95.5 million international visitors annually by 2023. In the European economy, travel and tourism contributed about 782 billion euros to the GDP in 2018, and in Asia, there were more than 323 million international tourists in the Asia-Pacific region.

The HTT industry includes a range of subsectors such as hotels, restaurants, events, theme and amusement parks, airports, car rental companies, travel agencies and tourist information centers, museums and art galleries. Hospitality itself is the relationship between a host and a customer, and is generally used by businesses to enhance the customer experience and ensure customer loyalty. Hospitality provides key services for both vacation and business travelers, and is, therefore, essential to individual customers and businesses.

HTT has become an important part of the health care industry because it plays a key role in the relationship between the health provider and the patient. In fact, hospitality is important to any business that relies on creating and maintaining positive relationships with its customers.

With this Special Section, we will extend the subject of advertising to HTT, and explain, in theoretical and practical terms, what it is and what it means for the HTT industry. As the name indicates, we are interested in a cross-fertilization of research in advertising and HTT in the broadest sense. By “advertising,” we mean “a message from an advertiser” with the “intention to remind, inform or persuade.”

TOPICS

In addition to research investigating specific challenges and opportunities in advertising and HTT areas, we are particularly interested in interdisciplinary papers that offer strong theoretical foundations to help guide professionals in developing appropriate and effective messages. Papers may include conceptual frameworks, experiments, surveys, content analysis, narrative analysis, case studies, and other qualitative and quantitative approaches, to name a few. Topics include (but are not limited to):

- Advertising and consumer attention, cognition and behavior in HTT
- Advertising and the consumer experience in HTT
- Advertising effectiveness and HTT
- Advertising’s role on HTT sustainability during economic recessions
- Building the HTT brand
- Contemporary challenges of advertising and sustainable tourism consumption
- Cultural diversity and advertising in HTT
- Effective use of sales promotions in the HTT industry

- Emotional appeals of advertising in HTT
- Ethical and legal issues associated with the advertising of HTT
- eTourism and internet applications related to advertising
- Electronic word-of-mouth (eWOM) in HTT
- HTT and advertising creativity and the creative process
- HTT and experiential advertising
- Promoting HTT experiences through advertising
- Rewards programs in hotels, restaurants, and airline industries
- The impact of event promotion on consumer choice
- The role of advertising in hospitality firm performance
- The role of hospitality in health care and how advertising can affect consumer health choices
- The role of social media advertising in HTT
- The role of technology in advertising of HTT services
- The use of digital media in creating effective HTT messages
- Virtual experience and location-based advertising as it relates to HTT

GUIDELINES FOR SUBMISSIONS

Submissions should follow the manuscript format guidelines for the *Journal of Advertising* found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no longer than 12,000 words (including references, tables, figures, and appendices).

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during February 1-29, 2020. Authors should select "SPECIAL SECTION: ADVERTISING IN HOSPITALITY, TOURISM AND TRAVEL" as "Manuscript Type." Please note in the cover letter that the submission is for the Special Section. Also note that:

- All articles will undergo blind peer review by at least two reviewers.


The anticipated date for publication of the Special Section is Fall 2020; therefore, tight turn around (about 30 days) is anticipated for any revisions.

CONTACT

For additional information, please contact the JA Special Section guest editor at: marla.stafford@unlv.edu or JASl.Hospitality@gmail.com

Dr. Marla B. Royne (Stafford)

William F. Harrah Distinguished Chair and Executive Associate Dean Harrah College of Hospitality

University of Nevada – Las Vegas 

Announcements (Call for Papers)

Journal of Advertising

Themed Issue on Promises and Perils of Artificial Intelligence in Advertising

Submission Deadline: March 15, 2020

BACKGROUND

Artificial intelligence (AI) research is gaining momentum in many fields such as marketing, communication, psychology, technology, and health, but research on AI and advertising research is limited, suggesting significant opportunities. Consider that:

- Global digital advertising spend is expected to reach \$517.51 billion by 2023 (Enberg 2019) and AI is predicted to take up to 80 percent of this (AdExchanger 2019).
- Over 50 percent of advertisers are already leveraging AI (Business Insider Intelligence 2018).
- Over 75 percent of consumers use an AI-powered service or device (Adobe 2018).

AI is changing the very nature of advertising. For example:

- AI is transforming the advertising industry at every level, from ad creation and testing to audience targeting to ad buying.
- AI touches on nearly every context in advertising including business, cultural, economic, ethical, historical, and legal to name a few.
- AI already shows promise of transforming leading industries such as retail, automotive, entertainment, healthcare and pharmaceutical, telecommunications, and financial services.

Despite presumed advantages, the concept of AI and advertising is introducing new concerns and challenges. For example, AI-inspired targeting on social media platforms has already led to a number of embarrassing and detrimental cases (e.g., Faggella 2019; Korolov 2018). If significant progress is to be made, advertising research must develop understanding of the efficiency, effectiveness, and safety of how and why AI operates and does not operate in advertising.

As the name implies, this Themed Issue aims to bring together high-quality research that explores benefits and potential drawbacks of AI in advertising. According to Li (2019), intelligent advertising is defined as “consumer-centered, data-driven, and algorithm-mediated brand communication” (forthcoming). Our intention with this Themed Issue is to stimulate interdisciplinary research leading to papers that have a substantial impact on current thinking on AI and advertising.

TOPICS

We welcome a diversity of theoretical and methodological approaches that examine “promises and perils” of AI in advertising. Scholars from advertising, marketing, communication, and related disciplines are invited to submit, as are interdisciplinary teams of scholars. Empirical and conceptual papers are welcome. Topics include (but are not limited to):

- AI and advertising creativity and the creative process
- AI and advertising planning and buying
- AI and advertising in social media and omnichannels
- AI and consumer attention, cognition, and emotion
- AI and personalization of advertising
- AI and social robots, chatbots and anthropomorphism for advertising
- AI-assisted search and voice search advertising
- AI-assisted segmentation for consumers including diverse and at-risk populations
- AI-based systems and advertising tailored in real-time
- AI-inspired solutions to create and test advertising
- AI-powered ad targeting and algorithm solutions
- Advertising as it relates to consumer mood and machine learning

- How brands can protect themselves from legal ramifications over AI privacy
- How brands can use AI to actively engage with consumers
- How brands use AI to talk to consumers (e.g., facial and speech recognition software)
- Motivations of applying AI and advertising in healthcare and other industries
- Social listening and sentiment analysis for advertising
- Use of image recognition and voice assistance (e.g., Siri, Alexa) for advertising
- Use of AI to advance ethics in advertising research

GUIDELINES FOR SUBMISSIONS

Submissions should follow the manuscript format guidelines for the Journal of Advertising found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no longer than 12,000 words (including references, tables, figures, and appendices).

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during March 1-15, 2020. Authors should select "THEMED ISSUE: Promises and Perils of AI in Advertising" as "Manuscript Type." Please note in the cover letter that the submission is for the Themed Issue. Also note that:

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than May 2020 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Themed Issue is Winter 2020.

For additional information regarding the Themed Issue, please contact the incoming Editor-in-Chief (starting January 1, 2020), Dr. Shelly Rodgers at: jaeditor@missouri.edu

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Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Digital and Interactive Marketing Communications in Sports**

Guest Editors

Kevin Byon, *Indiana University - Bloomington*
Joe Phua, *University of Georgia*

Submission Deadline: April 15, 2020

Sport communication is defined as “a process by which people in sport, in a sport setting, or through a sport endeavor, share symbols as they create meaning through interaction” (Pedersen, Miloch, and Laucella 2007. p. 196). Over the past two decades, research in sport communication has grown significantly as the size of the sport business industry has risen sharply, from \$213 billion at the end of the 1990s to approximately \$600 billion in 2018 (Plunkett Research 2019), resulting in the creation of discipline journals (e.g., *International Journal of Sport Communication, Communication & Sport*), textbooks (e.g., *Strategic Sport Communication* (Pedersen, Laucella, Kian, and Geurin 2017), *Sport Public Relations* (Stoldt, Dittmore, and Branvold 2012), and theory/review papers (e.g., Abeza, O’Reilly, and Nadeau 2014; Filo, Lock, and Karg 2015; Hambrick 2017; Pedersen 2013; Pedersen, Laucella, Miloch, and Fielding 2007). The importance of sport communication is also evident as the Commission on Sport Management Accreditation, a specialized accrediting body in the field of sport management, lists sport communication as one of the four core functions of sport management along with sport marketing, sport finance/economics, and sport operations (COSMA 2019). Pedersen (2013) asserts, “sport cannot exist without communication” (p. 57). Communication in sports is indeed a unique and essential aspect of sport industry as business entities involving in the sport industry utilize marketing communication via varying mechanisms (e.g., mass media, social media, public relations) to promote products/services, share information, repair organizational image, etc.

Thus far, considerable knowledge has been developed. For instance, Pedersen and his associates (2007) defined the field of sport communication in their position paper. Pedersen (2013) also reflected on how communication interplays within the sport environment. Soon after, a series of theoretical papers were published to propose future scholarly directions by integrating previous studies related to marketing communications in sports (e.g., Abeza, O’Reilly, and Nadeau 2014; Abeza, O’Reilly, Seguin, and Nzindukiyimana 2015; Filo, Lock, and Karg 2015). Most recently, Hambrick (2017) investigated the evolution of sport communication studies via social network analysis. Although concerted research efforts have advanced scholarly inquires in this discipline, the pace of evolution of marketing communications due to technological advancement requires further attention to the digital and interactive nature of marketing communications in sports. Thus, there is a particular need to explicate complex phenomena as they pertain to marketing communications in sports. Consistent with the aims and objectives of JIA, this special Issue intends to seek contributions that critically examine, debate, and shed light on new perspectives in digital and interactive marketing communications in sports. We are especially interested in theoretical, empirical, and critical analyses focusing on a wide spectrum of issues regarding interactive communication issues in sports:

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

- The impact of new technologies on sport marketing activation (e.g., digital and social media, mobile, virtual, augmented or mixed reality, big data, machine learning, artificial intelligence, wearable devices)
- Cross-platform sport marketing via technology
- Sports analytics and interactive advertising
- eSports marketing
- Experiential marketing in sports
- Sport consumer and fan behavior via technology
- Athletes as media
- Digital engagement in sports

- Use of sport celebrities and influencers in advertising
- Cause-related marketing via sports
- Sport sponsorship and event marketing
- Digital content marketing in sports
- Digital representations of race, gender and social class in sport marketing
- Virtual sport betting and fantasy sport leagues
- Native and covert advertising in sports
- Regulations and policies related to sport marketing and their impacts on sponsoring brands and consumers
- Digital sport marketing in the broader sport industry context: professional sports, interscholastic/intercollegiate athletics, international governing federations (e.g., IOC, FIFA) community, under-represented groups (e.g., female-oriented sports, adaptive sports)

Submission Guidelines

All manuscripts for the special issue should follow [JIA instructions for authors](#) at: <https://www.tandfonline.com/action/authorSubmission?journalCode=ujia> and be submitted via the [JIA ScholarOne online system](#) at: <https://mc.manuscriptcentral.com/ujia>

The deadline to receive manuscripts is April 15, 2020. Authors should select “SPECIAL ISSUE: Digital and Interactive Marketing Communications in Sports” as the manuscript type. Please note in the cover letter that the submission is for the special issue.

All articles will undergo blind peer review. Authors will be notified by June 30, 2020, on first-round editorial decisions.

For questions or additional information regarding the special issue, please contact the guest editors, Dr. Kevin Byon (kbyon@indiana.edu) or Dr. Joe Phua (joephua@uga.edu). ✂

Announcements (Call for Papers)

Journal of Current Issues and Research in Advertising **Special Issue on Devil or Angel on My Shoulder? Vice and Virtue in Advertising**

Submission Deadline: June 1, 2020

Since the dawn of the advertising age, society has grappled with advertising's role as a force for good or for ill. In 1925, Albert Lasker, head of Lord & Thomas agency, said advertising was such a powerful agent, "if you use it the least bit wrong, it will kill, it will kill, it will blight" (72); luckily, he also estimated that "80% of advertising is good" (95).

In 1963, James Webb Young, director of J. Walter Thomson agency lamented most ads "violate good taste, good sense, good manners, and the rules of good advertising" (44). At the same time, he questioned the validity of criticisms directed at the advertising industry: "Such indictments arise from the common human tendency to generalize, and to animate the inanimate into a whipping boy or villain, often in order to assuage the critics own prejudices or frustrations" (95).

David Ogilvy devotes the first chapter of *Confessions of an Advertising Man* to explaining he wrote the book to attract clients and boost share price, and the last chapter to exploring the question "should advertising be abolished?"

So is advertising good or bad? When it perches on society's shoulder, is it sporting horns and a tail, or wings and a harp? Does it promote vice or virtue?

JCIRA seeks papers that explore the complicated best or worst inherent in advertising.

Suitable research topics may include specific types of advertising or advertising appeals, advertising for particular products, services, or brands, advertising's impact on society, or advertising research itself.

Papers should focus on the topic of advertising and brand communication, broadly defined as persuasive stories brands tell about themselves. This persuasive communication can occur in any marketplace situation, including traditional media, digital media, games, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas.

This special issue is more concerned with theory-building than theory-testing. Papers should be "curious and interesting" as fits the aims and scope of the journal. All sound methods are acceptable for this special issue. We prefer empirical papers, but are open to theoretically-grounded conceptual papers with a new point of view.

Submission Guidelines

- Submissions should follow the [manuscript guidelines](#) for JCIRA
- Authors will be instructed to designate the paper for the special issue during the fifth step in the submission process
- The submission deadline is June 1, 2020
- All manuscripts should be submitted through JCIRA's online submission system, [ScholarOne](#)
- For additional information, please contact the editor, Barbara Phillips, bphillips@edwards.usask.ca.

Announcements (Call for Papers)

International Conference on Research in Advertising (ICORIA) 2020

Submission Deadline: March 15, 2020

International Conference on Research in Advertising (ICORIA) 2020

The 19th International Conference on Research in Advertising 2020 will be held in **Bordeaux (France)**. Formerly known as the Sleeping Beauty, Bordeaux has completed its transformation: beyond vineyards and beaches, Bordeaux is an amazing city with its famous "Water Mirror", the 229 steps of the Pey-Berland Tower and the longest shopping street in Europe (rue Sainte Catherine). Listed as a "World Heritage Site" by UNESCO, Bordeaux has been awarded the European Best Destination (2015) and the 2nd city in the world one should visit according to the New York Times (2016).

The ICORIA will start on June 25, 2020 with the 7th doctoral colloquium and a welcome reception. On Friday June 26 and Saturday June 27, 2020, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner will give you the opportunity to discover or rediscover the local authenticity and history of Bordeaux, and as usual this cultural event will allow further networking.

Call for papers

Please submit a **ten-page summary** of your paper as soon as possible (but no later than **March 15, 2020**). The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Proposals for a **Special Session (SS)** should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

A selection of extended papers will be invited for publication in the official European Advertising Academy, Advances in Advertising Research Vol. XI. At the Gala dinner, the "Best Paper Award" and the "Best Student Paper Award" will be announced. Papers, which received high reviewer scores, will be considered for a special issue of the International Journal of Advertising.

Doctoral colloquium & research grants

Graduate students also consider applying for the doctoral colloquium, which covers strategies for research collaborations as well as insider tips and career advice from Europe's leading advertising researchers. More information can be found [here](#).

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly **research grant by waiving the conference fee** of 375 EUR for three selected researchers. For further information, please refer to the [EAA's website](#).

To support researchers to conduct innovative, excellent research into advertising, the European Advertising Academy announces the first call for a yearly **EAA Research Grant**. The total awards are € 3,000 each year. Applicants can apply for a maximum of €1,500. If multiple researchers request a smaller amount, more than two grants may be awarded. The lead applicant of the project must be EAA or EAA/AAA joint member. All EAA or EAA/AAA joint members are eligible to apply as leading or as co-applicant for one grant each year. The funding (up to € 1,500) must be used for research-related expenses. Applications should be submitted via email to info@icoria.org, no later than **March 15, 2020**. The EAA Research Grants will be awarded during ICORIA.

Contact info

Please check out the website for more information: www.icoria.org. You can follow the conference on Twitter (2020Icoria), Instagram (icoria_2020) or on Facebook (Icoria_2020). 

Announcements (Call for Papers)

International Journal of Advertising **Special Issue on Advertising & Corporate Social Responsibility**

Guest Editors

Jameson L. Hayes, *University of Alabama*
Brittany R.L. Duff, *University of Illinois at Urbana-Champaign*

Submission Deadline: March 1, 2020

We are soliciting manuscripts for an upcoming special issue of the *International Journal of Advertising* (IJA) dedicated to advertising and corporate social responsibility (CSR). This special issue addresses broad questions regarding CSR from an advertising perspective. Recent academic and industry research suggests that globally consumers prefer, if not demand, companies that strive to positively impact society. For example, 87% of American consumers cited shared values and responsible business practices as reasons for purchasing a product while 88% would boycott companies for irresponsible actions (Cone Communications 2017). Communicating social responsibility is important; nearly three quarters of respondents say they do not believe companies are making an effort until positive efforts are communicated to them; further, CSR commitments are more trusted when shared across multiple channels. With the growing importance of companies communicating CSR, recent calls for academic research on CSR and advertising (e.g., Taylor 2014, 2018) are not surprising, however, most extant research is grounded not in advertising, but in management, business ethics, and public relations.

Advertising as communication is a critical component of CSR, however, advertising as a process is also deeply implicated in many current social issues and controversies. Advertising is the primary source of revenue for companies such as Google and Facebook and is at the core of controversies around consumer data (e.g. Cambridge Analytica), privacy, and illegal or unethical ad targeting practices. However, advertisers also prompt action that affects policy and content, such as YouTube hiring moderators for video content to ensure that ads are seen in a “brand safe” context. In conceptualizing CSR, corporate social action for social good versus profitability are often seen as being at odds (e.g., Bronn and Vrioni 2001; Perks et al. 2013). In this special issue, the two are not viewed as mutually exclusive. Corporate social responsibility is broadly defined as the extent to which a company’s actions and outcomes align with society’s values and expectations (Lerner and Fryxell 1988). Practicing and/or communicating CSR through advertising can be a cause-related marketing (CRM) activity designed to provide the company with revenue generation opportunities (Mullen 1997). We welcome studies that advance our understanding of corporate social responsibility from an advertising perspective.

Suggested Topics: For this special issue, possible topics include but are not limited to:

- Antecedents & consequences of brand and company engagement in CSR
- Advertising communication strategies and appeals
- Responsible practices in data, including issues related to targeting and consumer privacy
- Conceptualizing and measuring CSR performance
- Advertising disclosure
- Affective and cognitive effects on the overall view of the brand and company
- Communication channels and effectiveness
- Novel theoretical approaches to CSR
- CSR segment characteristics (e.g., demographics, psychographics, and behaviors)
- Brand-cause fit
- Cross-national issues with communicating CSR
- Positive and negative brand consequences of association with controversial causes
- Balancing social good and profit
- Emerging issues in advertising and CSR

Submission and Review Process:

Submissions should follow the manuscript format guidelines for IJA at <http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. Manuscripts should be submitted in Times New Roman 12-point font, double-spaced with one-inch margins. Full manuscript submissions should have page numbers and be limited to 20 pages of text in length. The manuscript's title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. Information identifying the submission authors should only be listed on the title page.

All manuscripts should be submitted through the IJA online editorial management system at <http://www.edmgr.com/i-j-a/default.aspx>, during the period of January 15 through March 1, 2020. Authors should select "Special Issue: Advertising & Corporate Social Responsibility" as "Article Type". Please also note in the cover letter that the submission is for the Special Issue on Advertising & Corporate Social Responsibility. Manuscripts will go through a double-blind peer review process, and the Special Issue is planned to appear in 2020.

Special Issue Guest Editors:

Dr. Jameson Hayes, Assistant Professor of Advertising + Public Relations & Director of the Public Opinion Lab, Department of Advertising + Public Relations, College of Communication & Information Sciences, University of Alabama, e-mail: hayes@apr.ua.edu.

Dr. Brittany R.L. Duff, Associate Professor of Advertising, Charles H. Sandage Department of Advertising, and the Institute of Communications Research, College of Media, University of Illinois at Urbana-Champaign, e-mail: bduff@illinois.edu.

References

- Brønn, P.S. and Vroni, A.B. 2001. Corporate social responsibility and cause-related marketing: an overview. *International journal of Advertising* 20, no. 2: 207-222.
- Cone Communications. 2017. 2017 Cone Communications CSR Study. <http://www.conecomm.com/research-blog/2017-csr-study>.
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- Taylor, C.R. 2014. Corporate social responsibility and advertising. *International Journal of Advertising* 33, no. 1: 11-15.
- Taylor, C.R. 2018. Red alert: On the need for more research on corporate social responsibility appeals in advertising. *International Journal of Advertising* 37, no. 3: 337-339. ~~AA~~

Announcements (Call for Papers)

Journal of Advertising Education **Special Issue on Cases in International and Multicultural Advertising**

Guest Editors

Juliana Fernandes, *University of Florida*
Craig Davis, *Ohio University*

Submission Deadline: October 15, 2020

Case Studies in International and Multicultural Advertising

The issue of how individuals embrace diversity and multiculturalism in daily life and in the workforce has been an on-going topic of discussion in educational and professional settings. In educational settings, the inclusion of study abroad programs and the “internationalization” of the academic curriculum are common strategies to expose students to diverse points of view, different experiences, and knowledge of how other cultures perform their profession. In professional settings, the conversation might take many routes, but one that is often discussed is how to target different groups of people based on race and gender. That is not without merit as the Pew Research Center projects that by 2050, Hispanics will make up 29% of the population, showing a steady increase from 14% in 2005 (Passel & Cohn, 2008).

Considering this ongoing debate and the potential for fascinating discussions around it, the *Journal of Advertising Education* will be the host of a Special Issue in *Cases in International and Multicultural Advertising*, which **will be announced Fall 2019**. Teaching case studies are helpful in the classroom setting due to their theoretical and practical applications to advertising education. Specifically, a teaching case “encourages discussion and investigation, and is always accompanied by an instructors’ manual to guide the user in leading the case in the classroom” (Vega, 2017, p. 2). Despite the abundance of case studies in marketing and advertising (i.e., Harvard Business School Cases), very few are dedicated to the intricacies of international and multicultural advertising.

The Special Issue can contribute to the field and scholars in at least two ways. First, according to a membership survey with the American Academy of Advertising in 2017, scholars and instructors in advertising are hungry for readily available resources that they can use in the classroom to enhance students’ experiences and knowledge. The survey revealed that case studies are the most sought after resource to illustrate theoretical and practical concepts in advertising. Second, because the focus of the issue is on international *and* multicultural aspects of advertising, new cases will broaden the perspectives on contemporary issues such as gender, race, ethnicity, religion and more. We hope you consider submitting a manuscript to this Special Issue in Cases in International and Multicultural Advertising.

Guest editors

Juliana Fernandes, University of Florida
Craig Davis, Ohio University

The AAA Global and Multicultural Advertising Committee supports this message.

References

- Passel, J. S. & Cohn, D. (2008). U.S. population projections: 2005-2050. Washington D.C.: Pew Research Center. Available at <https://www.pewresearch.org/hispanic/2008/02/11/us-population-projections-2005-2050/>.
- Vega, G. (2017). *The case writing workbook: A self-guided workshop*. NY, Routledge. ✖

Announcements (Call for Papers)

European Journal of Marketing **Special Issue on The Janus Face of Customer Service**

Guest Editors

Philip J. Kitchen, *University of Salford, UK*
Charles (Ray) Taylor, *Villanova University*

Submission Deadline: December 31, 2019

Introduction

For decades, marketing orientation or 'satisfying the needs, wants and desires of customers profitably' is an oft-repeated mantra. In fact, before and after 2000, marketing is a powerful economic and social force just about everywhere. It is entrenched in almost every aspect of organisational behaviour – in businesses of all kinds, in non-profit organisations such as religions and local authorities, and politics via parties and candidates. Surely, never before has marketing enjoyed such intensive diffusion and adoption. There is one facet of marketing which has, however, received little attention in recent years and this is customer service.

The papers sought seek to unveil, debate, critique, and reveal the challenges and issues in marketing and customer service. We seek to attract open-minded, multi-disciplinary and heterogeneous perspectives.

Spanning either side of 2000, 'Marketing' was and is a dynamic force in all economies. The same applies for many (not all) businesses in the 20th and 21st century as they transitioned from production, product, and sales orientation toward marketing and even societal orientation which corresponds to customers and their needs. As we approach 2020, there are few corners of the planet where marketing has not made inroads, and where its influence is not manifest.

Underlying marketing is the notion of a market transaction or exchange of money for some product or service which appears to offer at least at face value to satisfy some perceived need. A transaction can also be an exchange of values.

Marketing has become the dominant connecting mode of expression between business and non-business organisations of all types and sizes, and customers and consumers are continually informed that marketing is *in their interest*, seeks to *fulfil their needs*, and changes are invariably presented in a way that are *supposedly beneficial to target audiences*. But, it may not be seen in these ways by everyone.

Yet, despite the positive expressions on marketing, there is disquiet in some areas. It seems evident that in the area of customer service – which is inherent in online and offline materials – many organisations (business or otherwise) simply do not deliver satisfactory after sales services.

This is manifest in many ways – difficulties in consumers being able to contact organisations save by labyrinthine methods, a disinterest and disinclination by businesses to treat consumers with respect, products that do not deliver proclaimed benefits and perhaps are incapable of so doing, services that do not match expectations, and products that while they satisfy needs also damage consumers and the environment. And, despite the vaunted advent of customer services in many organisations, these – at times – seem purposely designed to keep customers away from influencing marketing in any way. The Internet which supposedly opens up connectivity, interaction and two-way communication is often used as a firewall literally to avoid customer interaction via real people in real time.

There are now many consumer watchdog programs that all too often reveal the inability of companies (often large branded, self-proclaimed consumer oriented businesses) who only respond to complaints when under the all-seeing eye of media exposure. And, in the international/global arena, globalisation and the activities of multinationals support the nagging doubt that service for customers are noticeable more in the breach than in the observance .

So, there is something of a conundrum. There is no doubt of the success of marketing. It is a powerful and dynamic force. It does have weaknesses and problems associated with the lack of customer services or support, despite online and offline rhetoric to the contrary.

Customer services seem to be worsening across the Western world, with many companies using websites, telecommunication systems and email to - in effect - almost hide behind an electronic firewall which insulates the company to avoid human contact with customers and to a significant degree, disables consumers from needed interaction with businesses they have done business with. Perhaps, marketing and promotion are now seen as sales attractors/exchange enablers for customers to buy or engage and then customer service (which could lead to loyalty and future sales) effectively serves to disengage customers from any fruitful or worthwhile interaction.

We plan to adopt a somewhat different strategy in attracting papers for the special issue by inviting papers on the topic from some leading 'minds'. However, papers submitted will be double-blind reviewed.

- Enquiries: To Phil Kitchen or Ray Taylor
- Deadline: 31st December 2019
- EJM website open for submissions: 1st November 2019

About the Editors:

Philip J. Kitchen is Professor of Marketing at Salford University, United Kingdom and Affiliated Professor at ICN Business School, Nancy, France. He received his PhD from Keele University. His research interests lie in the fields of marketing communication, corporate communication, branding, globalisation and marketing theory. He is the Editor of the *Journal of Marketing Communications*. He has taught courses in France, Canada, New Zealand and the UK, and served as Visiting Professor at several Universities around the world. He has published over 200 articles in leading academic journals including *European Journal of Marketing*, *Journal of Business Research*, *Journal of Advertising Research*, *Psychology and Marketing*, *International Journal of Advertising*, *International Journal of Human Resource Management* among others. He has published 20 books, and many learned papers in academic and practitioner conferences.

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 area of marketing and society issues, including advertising regulation. Professor Taylor is Past-President of the President of the American Academy of Advertising. He is also current Editor in Chief of *International Journal of Advertising*. In 2012, Taylor received the Ivan L. Preston Award for Outstanding Lifetime Contribution to Advertising Research. Taylor has served as a Fulbright Senior Specialist and has taught courses in Germany, Korea, Austria, China, and the Czech Republic and has given lectures at many locations throughout the world.

Please follow EJM formatting guidelines (viewable on the journal's web site: www.emeraldinsight.com/ejm.htm). The manuscripts submitted to the EJM special issue must not exceed 4,500 words in length (including references). Deadline for submission 31st December 2019.


All manuscripts will undergo a double blind peer review process involving a specialist review panel. We hope to notify authors of the first round outcome in March 2020. Manuscripts should be submitted only in electronic format to Manuscript Central (<http://mc.manuscriptcentral.com/ejm>). Specific details are given below.

We look forward to your participation!

[Submitting your paper electronically to Manuscript Central](#)

To submit your paper online you must create an author account at: <http://mc.manuscriptcentral.com/ejm> then follow the on-screen guidance which takes you through the submission process. Manuscript Central is an intuitive and author-friendly interface for submitting articles to Emerald journals over the internet.

Submit your manuscript. Please contact: manuscriptcentral@emeraldinsight.com if you require any assistance.

After you have submitted your paper you will receive an e-mail indicating that your paper has been received together with its unique identity number. This means that not only will the Editor, Publisher, and Reviewers be able to process your paper but also you will be able to track your paper at each stage of the publishing process. 

Announcements (Call for Papers)



CMC 2020

25th International Conference on
Corporate and Marketing Communications

CALL FOR PAPERS

Omni-Channel communication: Delivering unified communications across all branded touch-points

Hosted by University of Granada. Faculty of Economics and Business, Granada April 22-24, 2020

AGENDA

In today's globalized, digital world, firms strive to attract consumers and keep them engaged online, along with other stakeholders. To achieve this, organizations need to practice *unified* communication between all branded touch-points, which is the premise of omni-channel communications. There is some way to go before firms fully implement the omni-channel approach, as it demands significant effort in terms of integrated communications to achieve truly personalized omni-channel content across apps, the Web, print, and so on. Many firms are still operating from the phase that precedes multichannel communications, in which they seek to engage stakeholders by using multiple touch-points such as the Web, apps, social networking sites, email, and mass media. However, this approach presents a risk, in that it can give rise to a lack of consistency in the messages communicated by the firm due to the differing nature of the various channels used. Other firms follow a *cross-channel* communications strategy, designed to ensure that stakeholders regard multiple touch-points as part of the same brand. But even though this conception of marketing communication seeks to unify the messages across different channels and thus also achieve a unified view of stakeholders for the firm, each channel nevertheless still operates as an independent silo. By contrast, an omni-channel communications strategy is designed to overcome such drawbacks, by positioning stakeholders at the heart of all communication efforts and enabling them to enjoy a seamless brand experience. This means firms must deliver an identical experience across all touch-points.

Therefore, the topic of CMC 2020 focuses on the challenges firms and organizations face in implementing a genuine omni-channel communications strategy. This topic goes a step further in addressing the issues examined in previous editions of the conference. It raises a number of interesting questions including: how firms might make the shift from a multichannel or cross-channel communications strategy to omni-channel communications; how consumer engagement and profitability are influenced by the diverse customer touch-points in an omni-channel environment; how to create immersive consumer experiences; the role of mass media in an omni-channel environment; how off- and online consumer-brand touch-points may enhance engagement and profitability; the role that integrated marketing communications (IMC) should play in an omni-channel context; and, what next for omni-channel IMC?

GRANADA

University of Granada (UGR), an international and multicultural university

Since its founding, the UGR has expanded on a par with the city, with educational centres distributed throughout the metropolitan area. Indeed, given its increasingly growing role in the life of the city over the last 500 years, the University has come to define the city architecturally, culturally and economically. Approximately 80,000 individuals – students, researchers, lecturers, and administrative and service staff are directly linked to the UGR, making it the 4th largest university in Spain. This university community has turned Granada, with its 240,000 inhabitants, into a lively, vivacious and culturally rich city. Every year the UGR receives more than 2,000 Erasmus students. As such, it is the most popular Erasmus destination in Europe. We also send more Erasmus students to foreign universities than any other European higher education institution.

National and international ranking agencies collectively indicate that the UGR continues to make strides as a higher education institution, including it among the top 3% of universities worldwide. The 2018 edition of the Academic Ranking of World Universities (ARWU) places the University of Granada in 278th position in the world and as the third-highest ranked university in Spain, reaffirming its position as an institution at the forefront of national and international research. The UGR vows to remain a university open to all, regardless of culture, creed or personal beliefs, and is fully committed to pioneering research, innovation, and delivering world-class education.

The 25th International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management.

Submissions: This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review. In addition, ideas for special session proposals are welcomed. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the Journal of Marketing Communications (JMC). Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial revisions.

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

CONFERENCE TRACKS

CORPORATE COMMUNICATIONS

- Corporate identity, image, reputation
- Integrated marketing communications
- Corporate branding and corporate online communities
- Corporate reputation in social media sites (SNS)
- Communication to stakeholders
- Internal communications and branding
- Public relations perspectives
- Organizational, Business and Management Communications
- Non-profit and voluntary sector organizations and branding
- Place marketing communications and branding

MARKETING COMMUNICATIONS

- Integrated marketing communications (IMC) campaigns and its dimensions
- Promotional mix offline-online issues including: advertising, marketing public relations (MPR), native advertising (and other forms of paid content), direct marketing, sales promotion, events, sponsorship and other promotional elements
- Owned earned and paid media
- Online marketing communications
- Marketing communications efficacy and effectiveness
- Measuring attitudinal/behavioral response
- Marketing communications in non-profit sector
- Political marketing communications
- Tourism communications

INTERACTIVE AND MULTICHANNEL COMMUNICATIONS

- Brand touchpoints
- Viral marketing and eWOM
- Mobile marketing communications
- Native advertising (NA) on social media sites (SNA)
- The consumer decision journey
- Digital web advertising conversion funnel
- Building customer relationship online
- Content management

RELATED AREAS

- Ethical issues of marketing communications
- Cultural issues of marketing communications
- Marketing communications research methods
- Rhetoric, semiotics in communication
- Knowledge management and communication
- Organization culture and communication
- Marketing communications in times of economic crisis
- Cross-cultural analysis
- Leadership, networks, trust-building and communication
- Marketing communications theory
- Communication management
- Marketing communications agencies in the digital age

DEADLINES

Submission of proposals: December 15, 2019
Early registration: February 15, 2020

FURTHER INFORMATION

Conference website: www.ugr.es/local/cmc2020
Conference e-mail: cmc2020@ugr.es

Conference Chairs:

Dr. Lucia Porcu / Dr. Salvador del Barrio-García
Faculty of Economics and Business,
University of Granada, Spain
luciapor@ugr.es / dbarrio@ugr.es 

Fees	Early registration fee in Euro. Registration by February 15, 2020	Late registration fee in Euro. Registration after February 15, 2020
Presenter	475	575
Non-presenter	600	650
PhD student	300	400

Announcements (Journal of Advertising)



New JA Editorial Assistant

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As incoming editor-in-chief of the *Journal of Advertising* (starting January 1, 2020), I would like to take this opportunity to introduce my editorial assistant, Evgeniia Belobrovkina (pronounced *Be-lob-rov-ki-na*). Evgeniia is my doctoral student, in the first year of her doctoral program in strategic/health communication at University of Missouri. She was born in Kirzhach, in the Vladimir Region, which borders the Moscow Region of Russia. One of the reasons I selected Evgeniia for this critically important role is her vast experience and background. For almost seven years, Evgeniia worked at the Public Relations Department at the Territorial Fund of Compulsory Medical Insurance of the Moscow Region (Russia). Her key responsibility there was writing informational texts for the mass media, explaining citizens' rights to free medical care, and promoting their access to it. After coming back to Russia from the U.S., she participated in developing a digital program called Panacea.Cloud (type 2 diabetes prevention through forming healthy habits and losing weight), based on a program by the Centers for Disease Control and Prevention (the US). While in the U.S., Evgeniia undertook internships at the Public Health Foundation (Washington, D.C.), within which she developed a draft population health driver diagram on domestic violence, and at the Health Communication Research Center (Columbia, Missouri), where she was primarily engaged in the Livable Streets Project. As you can see from this most impressive history, Evgeniia is very well poised to take on the editorial assistant responsibilities, and I couldn't be happier with my selection. Evgeniia's transition to this role begins December 1, 2019 and she officially takes the title with the start of my editorship on January 1, 2020. Please welcome Evgeniia the next time you see her in your inbox or at a conference. – Shelly Rodgers, Incoming Editor-in-Chief –

”



Evgeniia Belobrovkina

Evgeniia Belobrovkina is a doctoral student and graduate research assistant for Dr. Shelly Rodgers at the University of Missouri, Strategic Communication. Evgeniia received her Bachelor's degree in journalism at Russian State Social University in Russia and a Master's degree in public health with a concentration on health promotion and policy at the University of Missouri. Her doctoral studies and research focuses on strategic/health communication. Particularly, Evgeniia is interested in health communication areas such as domestic violence, maternal and child health, and obesity with an emphasis on the cultural competence of public health campaigns and the relevant tailoring of health messages. Evgeniia first came to the United States for her Master's degree as a Fulbright scholar in 2015, and, in 2016, she also received a scholarship from the Edmund S. Muskie Internship Program. Evgeniia is the new Editorial Assistant for the *Journal of Advertising* under the editorship of Dr. Rodgers (beginning January 1, 2020). *AR*

Announcements (ANA Educational Foundation)



THE ANA
EDUCATIONAL
FOUNDATION

MADE Internship Program – Application Open Until January 10!

The Marketing and Advertising Education (MADE) internship is a development program for students interested in becoming the future leaders of the marketing and advertising industry. The MADE internship places upperclassmen in a summer intern program at one of more than 50 marketing, advertising, or media companies nationwide.

Positioned as the “common app” for summer internships, this paid program is designed to provide students with the skills, mentors, and training that will help them thrive in the industry. 2020 host companies include MasterCard, IBM, Sephora, Zillow, McCann, mcgarrybowen, Ogilvy, and Horizon Media. Encourage your students to apply now!

Learn more at aef.com/made-students/

Open Access Events for Professors

AEF and ANA host several events that we open up for professors to attend. There are 1-Day marketing conferences on campuses nationwide, marketing webinars and Talent Week meetings held in NYC, to name a few. Visit our site for all the details. Mark your 2020 calendars now.

Learn more at aef.com/events/

#LearnWithAEF 

Announcements (ANA Educational Foundation)



Visiting Professor Program Fact Sheet

Deadline: February 21, 2020

The ANA Educational Foundation invites you to apply to the Visiting Professor Program (VPP). In 2020, the program will be held in June in New York in partnership with Fordham University and Chicago in partnership with Loyola University. The Los Angeles Immersion will take place in July 2020 in partnership with the University of California, Los Angeles. Professors can now apply for the 2020 VPP.

[Read articles about the VPP in Journal of Advertising Education >>](#)

Immersion (NYC, Chicago and LA)

An Immersion into the latest innovations in current marketing and advertising practice. Participating companies will be agencies, marketers and media companies such as: R/GA, IBM, Ogilvy, Facebook, McCann and Wavemaker. Topic areas will include social media, global brand building, consumer insights, the future of media, data analytics and diversity. The Immersion is most suited to professors seeking an overview of the latest developments in the field in order to infuse his or her teaching with real-world cases and industry insights.

Fordham University in New York City will host a Welcome Session on Monday, June 1. The Immersion will be limited to 35 professors and will be held from Tuesday, June 2 to Friday, June 5.

Loyola University Chicago will host a Welcome Session on Monday, June 15, The Immersion will be limited to 15 professors and will be held from Tuesday, June 16 – Thursday, June 18.

University of California, Los Angeles will host a Welcome Session on Monday, July 13. The Immersion will be limited to 15 professors and will be held from Tuesday, July 14 – Thursday, July 17.



"I enjoyed our visit today at IBM. I loved hearing the perspectives from an established company that has been able to stand the test of time. I really enjoyed hearing from so many different groups and the opportunity to learn about AI and Quantum. I had limited prior knowledge about many of the topics presented today, so this visit was particularly impactful."

Professor Gail Taylor
The Tuck School of Business
Dartmouth College



"This experience has been beyond valuable for me, both for my advising and for my scholarship. I have nothing but complimentary things to say about the VPP. I am much better prepared to advise students. For my own scholarship, I now want to teach an Anthropology of Advertising course! I have a new thoughts about this book that I wouldn't have without this experience."

Professor April Strickland
Department of Anthropology
Bowdoin College



"This was an amazing experience for me. The presentations were full of learning about the rapidly changing media landscape and novel techniques. I talked with other professors about research and teaching, and it was another chance to learn about research and teaching trends."

Professor Junga Kim
Communication Department
University of North Florida

Housing will be provided at no cost for professors at the following schools:

Accommodations for the VPP in NYC have been made available through a collaboration with Fordham University's Center for Positive Marketing and will be on campus. Housing will be at the Lincoln Center campus in the heart of the city.

Accommodations for the VPP in Chicago have been made available through a collaboration with Loyola University Chicago and will be on campus. Housing will be at the Baumhart Lodging located just blocks west of the historic Water Tower.

Accommodations for the VPP in Los Angeles have been made available through a collaboration with UCLA. Housing will be at the modern Sunset Village – located on 'The Hill.'

Expenses

Professors in NYC and Chicago will receive a \$200 stipend for meals. In Los Angeles all meals are included, therefore a stipend will not be given.

Application

[Apply now >>](#)

Due date: February 21, 2020

Statement and supporting items

Please provide a statement (300 words maximum) explaining why you wish to participate in the program. Identify a challenge that you have in the classroom and explain how the VPP will help you address the challenge.

Two-minute video

All professors are asked to provide a two-minute video shot with a cell phone or a computer webcam. We are not looking for professional videos. Please hold cell phones horizontally when making your video. Topic suggestions include:

- Most interesting teaching moment or research finding in your career
- Most interesting or surprising example of advertising that has caught your eye recently 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 campus

Notifications: April 1, 2020

Final notes

- Please do not apply if you have participated in the program within the last ten years
- The VPP is currently only offered to professors teaching in the US

Contact

Sharon Hudson

VP, Program Manager

Direct: 646-708-8114

Email: sh@aef.com

Announcements (Job)



University of Colorado **Boulder**

**University of Colorado Boulder
Department of Advertising, Public Relations, and Media Design**

Full Professor and Department Chair

Job Summary:

The Department of Advertising, Public Relations, and Media Design (APRD) in the College of Media, Communication and Information (CMCI) at the University of Colorado Boulder invites applications for a full professor to serve as Department Chair. We seek an individual with leadership and strategic vision to grow our vibrant young department and advance our commitment to building an academic community rich with cultural, social, and intellectual diversity. The successful candidate must possess the requisite personal qualities and management experience to inspire and support inclusive excellence across the departmental community. In particular, the Chair would be responsible for administering the department, including supporting faculty scholarship; assigning teaching and service responsibilities; planning and implementing budgetary decisions; leading all aspects of personnel matters including hiring, performance assessment, and professional development of faculty and staff; facilitating department decision-making regarding policies, procedures and practices; building strategic partnerships with businesses and professionals; fundraising; representing the unit to the Dean and other university administrators; and serving as a valuable member of the college's interdisciplinary leadership team.

What we require:

- PhD in advertising, public relations, media design, mass communication, or allied fields of study
- Three or more years of academic administrative experience

What you will need:

- A record of research, teaching, and service that meets the standards expected for appointment as a full professor at a U.S. Research I doctoral university
- An understanding of APRD-related industries and dedication to fostering connections with them that support undergraduate and graduate students; relevant professional experience is desirable
- Success in cultivating an environment of inclusivity and mentoring or working with a diverse group of faculty, staff, students and alumni.

Who we are:

APRD is focused on innovation, interdisciplinary research, and creativity. Our department has built on our nationally respected creative advertising program to include newer emphases in public relations and media design; and it grants BS, MS, MA, and PhD degrees. Our team of full-time, part-time and adjunct faculty bring a unique mix of academic expertise and professional experience to our department. We are committed to excellence in research, creative work, and the education of reflective practitioners.

The Department is housed in the College of Media, Communication and Information (CMCI), a rich interdisciplinary setting fostering a wide array of scholarly and creative work. Opened in the fall of 2015, the College has six departments, an interdisciplinary program, and five research centers. It enrolls 2,100 undergraduates and more than 170 graduate students. Over the past four years, we have hired dozens of new faculty across ranks.

CMCI strives to be a community whose excellence is premised on diversity, equity, and inclusion. We seek candidates who share this commitment and demonstrate understanding of the experiences of those historically underrepresented in higher education.


We welcome applications from minoritized racial and ethnic identities, ciswomen, non-normative genders and sexualities, persons with disabilities, and others who have encountered legacies of marginalization.

Boulder lies on the northwest edge of the Denver metropolitan area and often appears on lists of the best college towns and best places to live in the nation. The area has several vibrant public relations, advertising, ad tech, and digital marketing agencies. It sits at the foot of the Rocky Mountains and enjoys 300 days of sun each year. Hiking trails and bicycle paths abound, and there are numerous world-class ski resorts within two hours of town. There is an excellent public transportation system (free to CU employees) with frequent express buses to downtown Denver, which is less than 25 miles from campus. The area is a major media market with a nationally acclaimed food scene, lively music venues of many stripes, professional sports teams, and year-round art and culture festivals. Its international airport has direct flights around the country and abroad.

Instructions:

The position will begin August 17, 2020. To apply, candidates should submit a letter of application, a current CV, a sample of published research (two items drawn from books, articles, or book chapters), evidence of success in administration and teaching, and three names and contact information for people who can provide recommendations if asked.

For full consideration, please apply by December 6, 2019. The search will continue until the position is filled. For more information, please email either Professor Peter Simonson, Search Chair, at peter.simonson@colorado.edu; or Professor Seow-Ting Lee at seowting.lee@colorado.edu.

The University of Colorado is an Equal Opportunity employer committed to building a diverse workforce. CU Boulder Benefits include domestic partners and health insurance coverage for hormone replacement therapy (for more, see <https://www.colorado.edu/cisc/resources/cu-and-state-policies>). Alternative formats of this ad can be provided upon request for individuals with disabilities by contacting the ADA Coordinator at hr-ADA@colorado.edu. 

Announcements (Job)



University of South Carolina School of Journalism and Mass Communications

Open Rank Faculty Position in Advertising

The School of Journalism and Mass Communications invites applications for a tenure-track open-rank faculty position in Advertising. For this position, we seek candidates with expertise in creative strategy with skills in using big/little data, analytics and social media to develop strategic advertising campaigns. A solid understanding of the industry's digital ecosystem will be required. This position is at the intersection of data and the execution of creative strategies.

The School continues a trajectory toward preeminence in teaching and research addressing “data, media and society.” Over the next two years, we plan to hire up to six new faculty, primarily in the areas of big data, media analytics, cybersecurity, artificial intelligence (AI) and data storytelling.

The successful candidate for this position will develop and teach a course based on using data and analytics to mine insights for creative strategy in advertising campaigns, and also teach either creative strategy, advertising principles, account planning or advertising campaigns. The successful candidate will choose between the professional tenure-track or academic tenure-track. Applicants must either hold a doctoral degree in mass communications or a related field by the start date of employment (ABDs considered), or have a master's degree and is expected to have 10 or more years of national/global industry experience in advertising.

Candidates will be expected to make meaningful contributions to advertising scholarship or creative activity in their area of expertise, mentor graduate students, and teach graduate- and undergraduate-level courses in advertising. The successful candidate must have evidence of, or promise of, research emphasizing the theories and methods of data or show evidence of the ability to conduct creative activity with data in advertising.

Our diverse, engaged faculty and staff enjoy a dynamic and intellectually stimulating work environment within the school. In addition, a rich potential for collaborative and interdisciplinary connections in big data and artificial intelligence exists across the university. The university's new Institute for Artificial Intelligence lists more than 45 faculty members already engaged in some form of AI research; these researchers hail from journalism and mass communications, library and information science, education, social work, public health, engineering and computing.

The College of Information and Communications

The College of Information and Communications is home to two nationally recognized schools, the School of Journalism and Mass Communications and the School of Library and Information Science. The college provides outstanding teaching, research and community outreach. As such, it is one of only a few universities to combine its communications and information science programs, two rapidly evolving — and converging — fields united by a shared belief that information accessibility is the cornerstone of self-governance. The College has approximately 1,800 undergraduates, 400 graduate students, and more than 100 faculty and staff members. New assets available to faculty and students in both schools include: the **Social Media Insights Lab** and the **Biometric and User Experience Lab**. Both are designed to facilitate the study of issues related to data, media and their impact on society.

The University of South Carolina

The University of South Carolina in Columbia is the major research institution of the University of South Carolina system and its largest campus, enrolling approximately 35,000 students. The university offers over 320 degrees at the bachelor's, master's,

doctoral and professional program levels. Founded in 1801, it is among America's oldest and most comprehensive public universities and is one of only 32 public universities to earn the Carnegie Foundation's top-tier designations in both research activity and community engagement. South Carolina's capital city is currently undergoing a number of urban revitalization projects and offers residents a growing range of artistic, cultural and recreational opportunities.

The University of South Carolina is an affirmative action, equal opportunity employer. Minorities and women are encouraged to apply. The University of South Carolina does not discriminate in educational or employment opportunities on the basis of race, sex, gender, age, color, religion, national origin, disability, sexual orientation, genetics, protected veteran status, pregnancy, childbirth or related medical conditions.

All applicants must fill out an online application at USC Jobs: <http://uscjobs.sc.edu/postings/68021>. Candidates should be prepared to upload a CV, letter of application, personal statement, names, phone numbers, and email addresses of letter writers, and any additional materials that demonstrate educational and academic experience. Letter writers should provide signed letters on letterhead addressed to the Advertising Faculty Search. All application materials must be received no later than December 1, 2019. For more information about this position, please contact Advertising Search Committee Chair Kenneth Campbell (kencamp@mailbox.sc.edu).

Announcements (Job)



University of South Carolina School of Journalism and Mass Communications

Assistant Professor of Mass Communications

The School of Journalism and Mass Communications invites applications for a tenure-track faculty position at the rank of assistant professor in the area of mass communications to begin August 16, 2020. For this position, we seek candidates with a research focus in computational social science and expertise in big data. Work in big data includes analyzing and drawing rigorous inferences from large complex data sets which involve social and digital media sources and other electronic data bases. Applicants must hold a doctoral degree in mass communications or a related field by the start date of employment (ABDs considered).

The School continues a trajectory toward preeminence in teaching and research addressing “data, media and society.” Over the next two years, we plan to hire up to six new faculty, primarily in the areas of big data, media analytics, cybersecurity, artificial intelligence (AI) and data storytelling.

Candidates will be expected to make significant contributions to mass communications scholarship in their area of expertise, mentor graduate students, and teach graduate- and undergraduate-level courses in mass communications. The ideal candidate should have evidence of, or promise of, research emphasizing the theories and methods of big data, as well as the ability to guide students across the School’s curricula in the relevant competencies of data mining and big data initiatives.

Our diverse, engaged faculty and staff enjoy a dynamic and intellectually stimulating work environment within the school. In addition, a rich potential for collaborative and interdisciplinary connections in big data and artificial intelligence exists across the university. The university’s new Institute for Artificial Intelligence lists more than 45 faculty members already engaged in some form of AI research; these researchers hail from journalism and mass communications, library and information science, education, social work, public health, engineering and computing.

The College of Information and Communications

The College of Information and Communications is home to two nationally recognized schools, the School of Journalism and Mass Communications and the School of Library and Information Science. The college provides outstanding teaching, research and community outreach. As such, it is one of only a few universities to combine its communications and information science programs, two rapidly evolving — and converging — fields united by a shared belief that information accessibility is the cornerstone of self-governance. The College has approximately 1,700 undergraduates, 400 graduates, and more than 100 faculty and staff members. New assets available to faculty and students in both schools include the **Social Media Insights Lab** and the **Biometric and User Experience Lab**. Both are designed to facilitate the study of issues related to data, media and their impact on society.

The University of South Carolina

The University of South Carolina in Columbia is the major research institution of the University of South Carolina system and its largest campus, enrolling approximately 35,000 students. The university offers over 320 degrees at the bachelor’s, master’s, doctoral and professional program levels. Founded in 1801, it is among America’s oldest and most comprehensive public universities and is one of only 32 public universities to earn the Carnegie Foundation’s top-tier designations in both research activity and community engagement. South Carolina’s capital city is currently undergoing a number of urban revitalization projects and offers residents a growing range of artistic, cultural and recreational opportunities.

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All applicants must fill out an online application at USC Jobs: <http://uscjobs.sc.edu/postings/68023>. Candidates should be prepared to upload a CV, letter of application, personal statement, names, phone numbers, and email addresses of letter writers, and any additional materials that demonstrate educational and academic experience. Letter writers should provide signed letters on letterhead addressed to the Mass Communications Assistant Professor Search. All application materials must be received no later than December 1, 2019. For more information about this position, please contact Search Committee Chair Mary Anne Fitzpatrick (fitzpatm@mailbox.sc.edu).

Announcements (Job)



South Carolina

University of South Carolina
School of Journalism and Mass Communications

Assistant Professor of Visual Communications

The School of Journalism and Mass Communications at the University of South Carolina invites applications for a tenure-track assistant professor in the visual communications major to join the faculty in August 2020. The ideal candidate will augment our program in one or more of the following areas: user-experience & user-interface (UX/UI) design strategies, data analysis & visualization, and/or visual social media communication. Applicants should have professional skills in one or more contemporary visual technologies or skills. A program of visual communications research is a must. A research agenda implementing social media data, user-experience & user-interface design strategy, or advanced methods including biometrics measures is desirable.

The School continues a trajectory toward preeminence in teaching and research addressing “data, media and society.” Over the next two years, we plan to hire up to six new faculty, primarily in the areas of big data, media analytics, cybersecurity, artificial intelligence (AI) and data storytelling.

The successful candidate would preferably have teaching experience or demonstrate aptitude for teaching undergraduate courses, including Principles of Visual Communication, design of online content, Informational Graphics (a course in data visualization), and the capstone portfolio course. Applicants must hold a doctoral degree in mass communications or a related field by the start date of employment (ABDs considered). A portfolio is required of all candidates that demonstrates competency in graphic design, motion graphics, multimedia and app or web design work.

Our diverse, engaged faculty and staff enjoy a dynamic and intellectually stimulating work environment within the school. In addition, a rich potential for collaborative and interdisciplinary connections in big data and artificial intelligence exists across the university. The university’s new Institute for Artificial Intelligence lists more than 45 faculty members already engaged in some form of AI research; these researchers hail from journalism and mass communications, library and information science, education, social work, public health, engineering and computing.

The College of Information and Communications


The College of Information and Communications is home to two nationally recognized schools, the School of Journalism and Mass Communications and the School of Library and Information Science. The college provides outstanding teaching, research and community outreach. As such, it is one of only a few universities to combine its communications and information science programs, two rapidly evolving — and converging — fields united by a shared belief that information accessibility is the cornerstone of self-governance. The College has approximately 1,800 undergraduates, 400 graduate students, and more than 100 faculty and staff members. New assets available to faculty and students in both schools include: the **Social Media Insights Lab** and the **Biometric and User Experience Lab**. Both are designed to facilitate the study of issues related to data, media and their impact on society.

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All applicants must fill out an online application at USC Jobs: <http://uscjobs.sc.edu/postings/68492>. Candidates should be prepared to upload a CV, letter of application, personal statement, names, phone numbers, and email addresses of letter writers, and any additional materials that demonstrate educational and academic experience. Letter writers should provide signed letters on letterhead addressed to the Visual Communications Assistant Professor Search.

All application materials must be received no later than December 1, 2019. For further information about this position, please contact Visual Communications Search Committee Chair Robert McKeever (robert.mckeever@sc.edu). 

Announcements (Job)



**Emerson College Boston, Massachusetts
Department of Marketing Communication, School of Communication,
Assistant Professor or Executive-in-Residence in Marketing Analytics**

Emerson College invites applications for an Assistant Professor (tenure-track) or Executive-in-Residence (full-time, renewable term appointment) in Marketing Analytics to join its School of Communication and its established, rapidly-expanding Department of Marketing Communication, recently ranked #5 among undergraduate departments of marketing in the US by USA Today. The Department offers undergraduate programs in *Marketing Communication* and *Business of the Creative Enterprise* as well as graduate programs in *Strategic Marketing Communication* and *Digital Marketing and Data Analytics*. The individual selected for this position will be expected to contribute across these on-campus and online programs. The appointment will begin in August 20, 2020.


Emerson College is committed to an active, intentional, and ongoing engagement with diversity—in people, in the curriculum, in the co-curriculum, 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. Therefore, we strongly encourage applications from candidates who can demonstrate through their teaching, research and service that they can contribute to our excellence in this area.

We seek a skilled teacher to complement and enhance our expertise in marketing communication, marketing management, and digital marketing and analytics. The ideal candidate will strengthen our offerings in marketing analytics, web and social media analytics, and the uses of data-driven analysis and decision making in for-profit and not-for-profit organizations. This colleague will be familiar with established and emerging software tools necessary to inform marketing activities dealing with consumer engagement, customer relationship management, media planning, and marketing channels. A tenure-track candidate should show evidence of an active research program. An executive-in-residence candidate should show evidence of significant practice and relationships in industry. An extensive professional network in related areas is highly desirable. The Department is committed to strengthening our students' analytical and quantitative skills that help them achieve market-relevant insights.

Successful applicants must have a minimum of an MBA or Master's degree in a relevant field, prior classroom teaching experience of diverse students at the university level, and meaningful, related professional experience. Based on credentials and experience, the appointment may be at the rank of Assistant Professor (tenure track) or Executive-in-Residence (full-time renewable contracts). In the former case, a record that indicates ongoing scholarly productivity will be necessary and a Ph.D. degree is preferred.

Please submit a cover letter indicating teaching philosophy, research scholarship, and professional orientation; summary of teaching evaluations, if applicable; curriculum vitae; and contact information for three references (not to be contacted without applicant's written approval). Each material should be saved as a separate PDF. and uploaded into the upload section where it requests your CV at the end of the application. Although the upload section just shows "upload CV" - you should upload all materials in this section as the separate documents. [To apply-CLICK here.](#)

Questions about the position should be directed to the chair of the search committee, Dr. Seounmi Youn, at seounmi_han_youn@emerson.edu. Priority will be given to applications received by Tuesday, December 17, but the position will remain open until filled.

Emerson College is the nation's only four-year institution dedicated exclusively to majors in communication and the arts in a liberal arts context. Its main campus is located in the center of the dynamic multicultural city of Boston, in close proximity to major publishing houses, arts institutions and research centers. The college also has campuses in Los Angeles and the Netherlands. Emerson College enrolls over 4,535 graduate and undergraduate students from more than 59 countries and all 50 states. 

Announcements (Job)



**Emerson College Boston, Massachusetts
Department of Marketing Communication, School of Communication,**

Assistant Professor or Executive-in-Residence in Marketing Communication

Emerson College invites applications for an Assistant Professor (tenure-track) or Executive-in-Residence (full-time, renewable term appointment) in Marketing Communication to join its School of Communication and its established, rapidly-expanding Department of Marketing Communication, recently ranked #5 among undergraduate departments of marketing in the US by USA Today. The Department offers undergraduate programs in *Marketing Communication* and *Business of the Creative Enterprise* as well as graduate programs in *Strategic Marketing Communication* and *Digital Marketing and Data Analytics*. The individual selected for this position will be expected to contribute across these on-campus and online programs. The appointment will begin in August 20, 2020.


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We seek a skilled teacher-practitioner or teacher-scholar with cross-sectional expertise in marketing communication, marketing management, consumer engagement, and interorganizational relationships. The ideal candidate will also demonstrate a priority for enriching teaching and learning by incorporating cultural competence, experiential learning, analytics, and social media into course offerings. A tenure-track candidate should show evidence of an active and innovative research program. An executive-in-residence candidate should show evidence of significant industry-based practice and insights. An extensive professional network in related areas is highly desirable. The Department works in collaboration with its peers in Journalism, Communication Studies, Communication Sciences and Disorders, and other units to offer our students a wealth of learning opportunities at our Boston campus as well as Emerson Los Angeles, Kasteel Well (Netherlands), and numerous study abroad locations. Our diverse combination of academics and industry-based faculty provide our students with exposure to experts in theory, principles, and practice.

Successful applicants must have a minimum of an MBA or Master's degree in a relevant field, prior classroom teaching experience of diverse students at the university level, and meaningful, related professional experience. Based on credentials and experience, the appointment may be at the rank of Assistant Professor (tenure track) or Executive-in-Residence (full-time renewable contracts). In the former case, a record that indicates ongoing scholarly productivity will be necessary and a Ph.D. degree is required. ABDs will be considered.

Please submit a cover letter indicating teaching philosophy, research scholarship, and professional orientation; summary of teaching evaluations, if applicable; curriculum vitae; and contact information for three references (not to be contacted without applicant's written approval). Each material should be saved as a separate PDF, and uploaded into the upload section where it requests your CV at the end of the application. Although the upload section just shows "upload CV" - you should upload all materials in this section as the separate documents. [To apply-CLICK here.](#)

Questions about the position should be directed to the chair of the search committee, Dr. Seounmi Youn, at seounmi_han_youn@emerson.edu. Priority will be given to applications received by Tuesday, December 17, but the position will remain open until filled.

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Announcements (Job)



Texas Christian University Department of Strategic Communication, The Bob Schieffer College of Communication

Assistant or Associate Professor

The Department of Strategic Communication in the Bob Schieffer College of Communication at Texas Christian University (TCU) in Fort Worth, Texas, invites applications for a full-time tenure-track assistant or associate professor position in the area of digital public relations and/or digital advertising to begin in the 2020-21 academic year. We seek candidates with demonstrated professional and academic experience, including published research, in any of the following areas: interactive, digital, and social media strategies, tactics, and management for advertising and public relations; digital analytics and measurement for web content and social media; content marketing, including video, in digital spaces; digital channel/media planning; or related aspects of integrated digital communication.

Applicants should have evidence of successful teaching at the university level and two years of industry experience, with an ability to teach both undergraduate and graduate courses in digital-focused strategic communication. Candidates must have a Ph.D. in a relevant field (e.g., digital media, advertising, public relations, strategic communication, communication, marketing, psychology), along with professional experience using these competencies in the marketplace. An ABD would be considered (at the assistant level, if degree completed before fall 2020). Candidates seeking an appointment to associate professor are expected to have experience and qualifications commensurate with that position, such as having earned tenure at another university with at least five years of full-time teaching experience.

Evidence of experience mentoring and collaborating in a diverse environment is a plus. We seek candidates who are committed to providing students with an active, supportive learning environment, advancing knowledge through theoretically and practically significant scholarship, and contributing to the inclusive excellence of our university community. Opportunities to teach in interdisciplinary programs in health communication, comparative race and ethnic studies, women and gender studies, and undergraduate honors may be available to successful candidates.

The Bob Schieffer College of Communication

The college, which is named for TCU alumnus and longtime CBS network TV correspondent Bob Schieffer, is the academic home for about 1,200 undergraduate students majoring in four departments: Communication Studies; Film, Television and Digital Media; Journalism; and Strategic Communication. More than 30 graduate students pursue master's degrees in Strategic Communication and Communication Studies, and about 55 full-time and 25 part-time faculty teach in the college. The college's award-winning student activities include print, video and digital news media, a speech and debate team, an advertising and public relations agency, a radio station, and sports broadcasting productions. The college also offers a vibrant array of study abroad courses taught by its faculty.

Texas Christian University

Founded in 1873 and currently enrolling more than 10,500 students, TCU delivers a world-class university experience, consistently ranking in the top 5 percent of the nation's 3,500 universities and colleges. The university ranks in the top 100 national universities in U.S. News & World Report's rankings and was named by Forbes as a "Rising Star" on the magazine's "10 Top Colleges to Watch" list. TCU has been named a "Great College to Work For" by the Chronicle of Higher Education for nine consecutive years, and its endowment is among the top 60 college and university endowments nationwide. In recent years, the university at large has invested more than \$200 million in top-of-the-line facilities, including a new intellectual commons and library expansion that opened in fall 2015. Other recent and ongoing construction projects include the renovation and expansion of the Dee J. Kelly

Alumni & Visitors Center, construction of a new Administrative building, expansion of the Amon G. Carter Stadium, and construction of the Neeley School of Business, a new Fine Arts building and a new School of Music performance hall. More than 71 countries and 60 religious faith traditions are represented by TCU's students. With a 13:1 student/faculty ratio and a teacher-scholar model that results in close, mentoring relationships, TCU offers many of the advantages of smaller liberal arts colleges.


Fort Worth, Texas

Fort Worth is the nation's 13th largest city. The Dallas/Fort Worth metro area is the fourth largest in the nation and is home to 22 Fortune 500 companies. The metro area has been named No. 2 in the country for job growth by the Bureau of Labor Statistics and named fifth best city in the country to buy a home. Fort Worth boasts "the best downtown in America," according to Liveability.com, and is home to three world-class art museums, a premier performance facility, green spaces and public art. TCU welcomes employees from a wide variety of backgrounds, traditions, and experiences. TCU strives to create and preserve a respectful culture and encourages all qualified candidates to apply.

To Apply:

Applications must include a cover letter that addresses the position requirements, curriculum vitae, statement of teaching philosophy, evidence of teaching effectiveness, and a list of three academic references with current contact information included. Applications must be submitted electronically through the TCU HR system at https://tcu/igreentree.com/CSS_Faculty/CSSPage_Welcome.asp. From there, click on "Find Openings" and then select "Communication Positions."

All questions regarding the application process should be directed to hrtalentacquisition@tcu.edu or 817-257-7790. Review of applications begins Jan. 3, 2020, and will continue until the position is filled.

TCU welcomes employees from a wide variety of backgrounds, traditions, and experiences. We are an Equal Opportunity/Affirmative Action employer and will not discriminate in any employment practice on the basis of age, race, color, religion, sex, sexual orientation, gender, gender identity, gender expression, national origin, ethnic origin, disability, genetic information, covered veteran status, or any other basis protected by law. TCU strives to create and preserve a respectful culture and encourage all qualified candidates to apply. 

Announcements (Job)



**CANADIAN
UNIVERSITY DUBAI**
Your portal to Canadian education

Canadian University Dubai The Faculty of Communication, Arts and Sciences

Assistant Professor

The Faculty of Communication, Arts and Sciences, CANADIAN UNIVERSITY DUBAI invites applications for Full-time Assistant Professors, holding a Ph.D. in Communication with a specialization in the following areas:

- Digital Media & Journalism
- Integrated Marketing communication, strategic communication, branding, advertising, or public relations

Digital Media and Journalism:

At least three years of professional experience in journalism (print, broadcast, and/or digital) is highly desired.

Particular expertise in conceiving, creating, delivering and promoting rich multimedia content, especially audio/video and photo, for journalistic purposes, for all platforms, and for all types of media outlets, is essential. Expertise in data journalism a plus.

Preferred candidates will be able to identify new opportunities in social media, interactive news presentation, and understand analytics and data visualization. Evidence of scholarly and/or professional contributions in the form of publications.

Integrated Marketing Communication:

Candidates must have significant professional experience in developing and implementing marketing strategies as part of IMC campaigns. They must demonstrate expertise in using digital and traditional media channels. In addition to expected teaching and scholarly responsibilities, candidates who seek to advise students, supervise internships, enrich curricula, and advance the university, faculty, department and program through service are especially desired. Documented teaching and research expertise in one or a combination of the following areas is required: Advertising, Branding, Marketing, Public Relations.

The selected candidate will teach a range of undergraduate and graduate courses.

Please note: Preference will be given to candidates with Canadian affiliation in the form of Canadian citizenship, Canadian qualifications, and/or some form of linkage to Canada/North America.

Non-Ph.D. holders need not apply.

Contact:

**Professor David Santandreu Calonge, PhD
CAO & Dean, Faculty of Communication, Arts and Sciences**

David.Santandreu@tud.ac.ae

+971 4 7096 807

P.O.Box 117781, Dubai, United Arab Emirates 

Announcements (Job)



University of Florida
Department of Advertising, College of Journalism and Communications

Creative Lecturer


Description

Join the faculty of U.S. News and World Report's 7th ranked U.S. public university at an exciting time of growth and opportunity. The Advertising Department in the University of Florida's College of Journalism and Communications (CJC) invites applications for a **Creative Lecturer position (either nine- or 12-month appointment)** with expertise in creative advertising to begin summer or fall of 2020. The Department seeks to strengthen its creative curriculum; therefore, candidates with demonstrated experience in strategic and creative thinking, concept/big idea development, copywriting, visual communications, creative execution for multichannel campaigns, and/or new/emerging/nontraditional media are particularly desirable. Previous teaching experience at the university level is a plus. Special consideration will be given to applicants with recent, established, award-winning advertising work with national or multinational brands. This position is ideal for someone who has worked as a senior-level creative and is ready to transition into a new role that emphasizes mentoring students in creative and conceptual problem solving. Effective candidates will enjoy guiding and coaching students in a classroom environment.

Qualifications

Applicants must have a bachelor or master's degree in communication, design, marketing or related field, and will have a strong advertising portfolio featuring work for notable brands. Five years or more of experience in creative advertising is required.

Detailed information and application instructions can be found via <https://jobs.ufl.edu/>.

The University of Florida is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status in all aspects of employment including recruitment, hiring, promotions, transfers, discipline, terminations, wage and salary administration, benefits, and training. 

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 for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- 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
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – International Journal of Advertising
- 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, 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 ~~AA~~