

AMERICAN ACADEMY "ADVERTISING Newsletter

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President's Column

Professors Get Summers Off, Right? by Harsha Gangadharbatla (University of Colorado Boulder)

know I get "triggered" when people outside of academia ask me this guestion and/or assume that we are all traveling the world and kicking back at a beach in summers. Not only do we not get paid for these three months, but we are also probably just as busy in summers as during the rest of the year with research activities like literature reviews, data collection, and manuscript revisions in addition to teaching summer school, reviewing manuscripts, conducting external reviews for tenure and promotion, mentoring grad students, and doing other service activities. I don't really have a solution for this but thought I'd mention that this year I made the extra effort to take time off and engage in things like reading for pleasure, gardening, and spending more time outside with my kiddo. And I hope you were able to take some time off and do things that reinvigorated you for the fall semester. It is important to unplug to recharge as strange as that sounds.



Harsha Gangadharbatla

I wish you all a great start to your fall semester.



Harsha Ganga recharging in the Rocky Mountains.

Update on 2022 Annual AAA Conference As you probably already saw the message from our executive committee (EC) by now, the 2022 annual AAA conference, 24-27 March in St. Petersburg, FL, is being planned as a hybrid conference. It was a tough decision, and the executive committee weighed all the pros and cons of going hybrid

before making this decision. We really hope to see you all in person in St. Petersburg, but we felt giving people the choice of "virtual only" was the right thing to do to preserve access, equity, and inclusion.

Update on Special Initiatives

In the June newsletter, I mentioned two initiatives—AAA's DEI efforts and Graduate Student Outreach—and I am happy to update you all on both. Both the ad hoc committees—Diversity and Inclusion Committee, and Graduate Student Interest Committee—were hard at work this summer and have some great ideas on how our organization might move the needle on both these important issues. The executive committee will be discussing all their recommendations at our fall meeting in early November. Continued on page 5...

Research Feature

On Being Open: Random Thoughts on Research

by Nora J. Rifon (Michigan State University)

My father used to tell me, "life is what happens to you when you are busy making other plans," a quote from John Lennon's song *Beautiful Boy*, to remind me that stuff happens, especially when you least expect it. I think of that quote and my father often. You might be asking right now," but what does that have to do with research? For me, following some



Nora J. Rifon

unexpected events, opportunities, and research findings has led me down paths that have made my research better, more exciting, and hopefully, more valuable, but most certainly have made my life richer, because I was open to them. In research design, we are precise and create a plan following accepted practices, but what happens when our precision leads to the unexpected?

1.Be open to being wrong: unexpected findings can be the gold nuggets of your research.

"Well would you look at that" is something I have uttered when my data did not follow the pattern I expected, and some of those findings have proven to be the most interesting to me personally, but also formed a foundation for the creation of new knowledge.

The first time I used attribution theory, it was to understand how consumers respond to congruence in cause sponsorship messages. I had developed several hypotheses based on past literature and the logic of the theoretical propositions and hypothesized outcomes for the two types of attributions studied in the past, dispositional and situational. What I didn't realize was that I accepted an implicit assumption that people would make either situational or dispositional attributions but certainly not both. I was wrong. Four attributions emerged, not two, and they were not mutually exclusive. People made attributions that corporations could be motivated by both profit and genuine customer concern for the same action (Rifon et al., 2004).

Consider the more notable research on information processing in the visual cortex by Professors David H. Hubel and Torsten N. Wiesel who received the Nobel prize in 1981 in Physiology or Medicine. Seeking to map visual cortical response, they displayed a stimulus slide containing a dot on a projector screen, but had no success in triggering neural activity in the visual cortex of a cat. They were frustrated and stumped until they noticed that the line created by the edge of the slide that contained the dot was triggering intense activity. This was not what they expected or were looking for. You can see a short clip of this realization <u>here</u>.

In the book *Happy Accidents-serendipity in modern medical breakthroughs*, Morton Meyers, emeritus professor and chairman of radiology and of internal medicine at SUNY at Stony Brook, writes about the role of luck and unexpected anomalies in major medical breakthroughs. He interviewed Nobel prize winners, historians, and other scientists, and concluded that out-of-box thinking and luck are central to discovery, even as they challenge predominant peer review thinking.

Nora J. Rifon Bio:

Nora J. Rifon is a Professor in the Department of Advertising and Public Relations at Michigan State University. Her research focuses on consumer response to marketing and advertising strategies, risk taking, and implications for strategy, public policy and consumer protection. Her work has been funded by federal and state agencies, as well as private foundations, and appears in a range of journals including *International Journal of Advertising, Journal of Advertising, Psychology & Marketing, Journal of Consumer Affairs, the Journal of Interactive Advertising, Journal of Popular Culture, New Media and Society, Communications of the Association for Computing and Machinery, and Computers in Human Behavior.* She serves on several journal editorial review boards, and is associate editor of Frontiers in Communication: Advertising and Marketing Communication. She is a faculty affiliate of the Health and Risk Communication Center and the Quello Center for Telecommunication Management and Law at Michigan State University. She has served as Secretary to the American Academy of Advertising, and presently sits on the Michigan State University Institutional Review Board for Research Involving Human Subjects. She received her Ph.D. in Business, specializing in Consumer Behavior (CUNY Graduate Center), her MA in Psychology (SUNY Binghamton), and BA in Psychology (University of Rochester).

2.Be open to suggestions from editors and reviewers, even if you do not agree with them: hmm maybe I don't know everything.

There is no need to be indiscriminate about this process, but being thoughtful, and thorough in considering these suggestions can open our minds to concepts and ideas we might not consider otherwise. I owe a debt to a journal editor who pointed me in the direction of an unexpected finding. I protested that I had not hypothesized the observed outcome, but he insisted that I turn my sights on this finding, and he was right. During the review process we receive comments and suggestions about our work, and we may or may not agree with them. However, the process of putting aside our preexisting views, putting ourselves in that reader's position, and being open to another perspective is essential for our growth and success.

3.Be open to your inner voice: what problems do you want to solve?

Have you ever jumped up and down and screamed just a little when your data confirmed your hypotheses? I have (don't judge me). That's one reason why I do what I do. My research interest and focus have evolved over time because I listened to my inner voice. There are many problems in this world to solve, so find the ones that get you excited. It doesn't matter what it is about the problem that interests you, what matters is that you want to get up in the morning and spend your day working on it. My research has focused on areas of consumer privacy, food marketing, marketing to children, ecological advertising, and celebrities. Some of these I chose to explore because I believed they were problems of societal import, problems that mattered to me, but some were just fun. Sometimes theories are what keep us interested. I enjoy using forms of attribution theory because I find it fascinating that people seek to explain why things happen by making inferences that go beyond the information they have at hand. People make up stuff and they believe it. One of my earliest mentors told me that if someone is born to be a researcher, then the problem studied does not matter, they just love doing the research. There may some truth to that, so listen to your inner voice.

4. Be open to Gratitude: don't forget to thank people.

Okay, so maybe this isn't purely about doing research, but I know that my journey as a researcher has been influenced by many others. For example, I moved into the study of organizational behavior after studying physiological psychology, but soon realized that was not a great fit for me.

I read an article titled, "Hemispheral Lateralization: Implications for Understanding Consumer Behavior," written by Flemming Hansen, and I had a life changing aha moment. I found my space. Professor Hansen changed my life with his work, something most of us never think about, and I was lucky enough to meet him and tell him so at the American Academy of Advertising meeting in Houston. I sounded like a gushing groupie, but it felt appropriate. I am grateful to have had the privilege to enjoy the practice of research, and to the people who have supported my journey.

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Have Items for the Newsletter?

- Job announcements
- Calls 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 **October 15**, at joonghwa.lee@und.edu.

Teaching Feature

Better Connecting the Classroom to Advertising Practice

by Nancy H. Brinson (University of Alabama)

Observers have long recognized a gap between the interests of those who study and teach advertising versus those who practice it. I became acutely aware of it when I returned to graduate school after 25 years in practice and I was asked to teach my first advertising course. I quickly realized that the topics and methods I was instructed to teach were not the same topics and methods



Nancy H. Brinson

being practiced by my professional colleagues. These initial experiences led me to examine the academician-practitioner gap through a content analysis of AAAs versus 4As conference proceedings in 2019; and after discovering that there was indeed a sizable gap between the interests of both groups, my co-authors and I published an article in *Advertising & Society Quarterly* calling attention to this important issue.

Determined to do my part to help close this unfortunate gap, I convinced my department chair at Alabama to allow me to revamp our undergraduate channel planning course, which now incorporates a regularly-updated digital textbook, industry expert videos, and access to Nielsen's channel planning software. Since then, I've developed and taught our Account Planning course, incorporating the latest strategies practiced by consumer insights experts; as well as our first graduate course in Media Strategy & Analytics. My approach in creating each of these courses was to focus on the issues that are driving the greatest innovation in advertising, which I found to be concentrated in three main areas:

1. Technological Evolution

• New channels are continually emerging to compete for

Nancy Brinson Bio:

audiences' attention and engage them with brands in novel and meaningful ways. I make it a priority to stay up-to-date on these emerging platforms so I can lead discussions with my students on how they can be successfully leveraged by advertisers.

• Enhanced data collection, aggregation and usage practices are redefining everything from audience targeting to how brands track and measure campaign ROIs. Students are often amazed by the scope and methods used to track and target consumers online, so these innovations contribute to lively class discussions.

2. Consumer Centric Approach

- Brands are increasingly focused on what the consumer wants and needs (4Cs) rather than simply promoting their features and benefits (4Ps). Consequently, students benefit from a greater understanding of how to determine and address a target consumer's barriers and drivers, as well as identifying their preferred media touchpoints along the Consumer Decision Journey.
- Advertising campaign effectiveness is no longer just about driving sales. New communication-focused KPIs are emerging that are increasingly tied to brand growth. An important extension of this trend is understanding how to identify and effectively communicate a brand's purpose.

3. Ethical & Legal Issues

 Advertisers today are facing a host of critical issues, including concerns about consumers' data privacy, portraying negative cultural stereotyping and body shaming in creative messaging, along with new methods and channels for targeting children. Students need to understand why these issues are important, and learn ways to mindfully manage these concerns once they become the next generation of advertising practitioners.

Nancy Brinson (Ph.D. University of Texas at Austin) joined the University of Alabama's Advertising + Public Relations department in 2017 following a 25-year career managing media departments for ad agencies DDB, Tracy Locke and Ogilvy & Mather. To date, her research has examined consumer response to personalized advertising across multiple platforms (mobile and social media, wearable devices, addressable TV, voice assistants and podcasting) and in multiple contexts (ecommerce, health, ad blocking, and young consumers). As Director of Consumer Specialization at UA, she has developed and taught graduate and undergraduate courses focused on consumer insights and media strategy. She also led a study abroad course to the 2019 Cannes Lions Festival, which offered students access to innovative workshops, hands-on demonstrations and networking with some of the brightest advertising minds in the world.

How Can Advertising Educators Strengthen Our Connection To Practice?

Reading the occasional ad industry article or watching the Super Bowl is a good place to start, but it's no longer enough.

- Subscribe to multiple e-newsletters (e.g., AdAge, AdWeek and MediaPost) and follow industry opinion leaders like Gary Vaynerchuck, Seth Godin and Bryan Kramer for a deeper dive on emerging trends in marketing and advertising.
- Develop industry contacts through personal outreach, or take advantage of AEF's virtual conferences and speaker programs. It's now much easier to invite industry experts into your classroom using Zoom or Skype; and there is no better way to motivate enthusiasm about a career in advertising than to expose students to leaders in the field.
- Integrate recent case studies from WARC, Harvard Business Review, and other practice-oriented sources to teach students how today's ad agencies are tackling new problems and leveraging emerging opportunities. These sources offer affordable pricing along with teaching guides to make it easier to bring real world examples into the classroom.
- Integrate the latest industry tools into your course as often as possible to provide students with valuable hands-on experience. Several publishers (e.g., Stukent and Pearson) offer digital textbooks that incorporate industry expert videos along with software and social/marketing analytics simulation programs for use in the classroom. Social listening software providers Hootsuite, BuzzSumo, and Sprout Social offer affordable educational and/or nonprofit pricing. Additionally, Google Analytics and Google Ads offer free online training and certifications for students.
- Use real world clients for student projects whenever possible. Many brands and their agencies are happy to engage with student teams; and the quality of work is usually enhanced when students have an opportunity to present their ideas to real clients. An added bonus - one of



my classes recently presented their strategic planning recommendations to Warby Parker, which helped one student land a job (see photo).

In order to best prepare our students for a successful career in advertising, I believe it is critical that we bring as much of the ad agency experience into the classroom as possible. I hope some of my suggestions will be helpful to you, and if you'd like to share some of your ideas with me, I hope you'll contact me at brinson@apr.ua.edu.

Continued from page 1 *by Harsha Gangadharbatla*.

One immediate recommendation from the grad student interest committee that the executive committee and I are excited about is a graduate student symposium to held virtually on Zoom on September 10, 2021. Please see the announcement in this newsletter (page 16) for more details. Special thanks to Jameson Hayes and the ad hoc grad student interest committee for planning and organizing this event. We hope to make this an annual thing with opportunities for programs to sponsor, be more involved, and use this event as a recruitment tool. I urge programs to reach out to our sponsorship committee chair, Karen King, if you are interested in being involved in the symposium next year.

General Updates

The calls for papers, special topics sessions, and preconference sessions are out, and while we are going hybrid this year, the submission process and deadlines will remain the same. The deadline for pre-conference proposals is August 31, and the deadline for both papers and special topics is October 1, 2021. Our annual conference will be March 24-27, 2022. I am really looking forward to seeing you all in person. If the last 18 months have taught us anything, it is that we all need each other more than ever. So, if you can, get that vaccine and join us in person in St. Petersburg, FL.

The following year in 2023, we will be meeting at the Curtis Hotel in Denver for our 2023 annual conference.

Shelly Rogers' term as the editor of the *Journal of Advertising* is ending in 2022 and I want to thank her for her excellent work and the long list of things she accomplished as the editor-in-chief including increasing both the impact factor and the number of submissions to our flagship journal. We would have loved to have her continue as the editor for a second term, but she is taking on a new role at her university as an endowed professor, which prevents her from serving another term. The publications committee will be interviewing candidates at our 2022 conference. Please see the call for JA editor in this newsletter on page 18.

That is all the updates I have for you for now and I will be back with more in the next newsletter. I hope you all had a great summer—it went by too fast—and are ready to take on a new academic year in person.



Congratulations Debbie Treise

on an amazing year as AAA Executive Director

Debbie Treise, Advertising Professor

Welcome new faculty members to our Advertising Department



Mariano German-Coley Lecturer in Creative

UF College of Journalism and Communications UNIVERSITY of FLORIDA



Santiago Kember Visiting Lecturer

For more information, visit jou.ufl.edu/advertising

We will be hiring! For more information, go to: jou.ufl.edu/employment

Graduate Student Spotlight

Su Yeon Cho (University of Miami) We Are All Connected and Working Together.

hope everyone is doing well. When given the opportunity to write for the Graduate Student Spotlight, I recalled columns I previously read. Through previous columns, I have gained insight into various research topics, acquired valuable advice on graduate life, and I was able to learn the stories of my fellow colleagues. I then asked myself, "Do I want to do the same? Do I



Su Yeon Cho

want to write about my current research? Can I share what a healthy and positive life is as a graduate student?" I did not have a clear answer, but I realized that I could not share what I do not practice. Instead, I want to share that we can overcome this pandemic, although it may feel that it is never ending.

October 1, 2019: I submitted my research to the AAA conference for the first time as a second year doctoral student. I was excited because I've heard that the AAA is a supportive and friendly community. Thankfully my research was accepted, and I eagerly awaited my first AAA presentation in San Diego in March 2020. However, the inperson conference was abruptly switched to virtual due to the COVID-19 pandemic. As many people may have felt at the beginning of the pandemic, I spent more time alone, and the resulting "loneliness" was also mine to deal with alone. Interacting with people became "risky" and something to avoid. In the midst of a difficult graduate life, I felt like I prepared for a fight alone where I could not meet my family properly, nor meet friends or colleagues. I began to wonder how I would get through all of this alone.

It was expected that the pandemic would have been resolved by the next conference, but, again, most conferences are still being held online a year later. Even though the number of in-person events has increased and classes are reopening little by little, the pandemic situation is still showing no signs of ending. In fact, I have seen many graduate students who have challenges in the job market or with getting funding due to the prolonged effects of the pandemic. Some international graduate students have been prevented from travelling: they are forced apart from their family and their home countries.

However, I feel the AAA conference helped me feel that I was not alone. Everyone was unsure due to the pandemic, yet so many people worked together to hold the conference. Even though we couldn't meet, it was uplifting to meet people over Zoom. With all that effort, I was able to safely finish my first online AAA conference. Throughout this pandemic, my school and professors have also helped me see that everyone is experiencing this moment together, even though we're apart. We've all had to acclimate to Zoom, everyone has hand sanitizer handy, and some have had swab sticks in their noses. Even if we are physically separated, we are sharing the same experiences. Our society has always overcome challenges. Everyone, not only in academia, is in a tough situation, but we will get through this together, and someday we will be able to meet at the AAA in-person conference and talk about this period. Therefore, I would like to let many graduate students who are still struggling and worried about this situation know that everyone is struggling in their own way and that we, all, will overcome. Although it may be lonely, you are not alone. Once again, I would like to conclude this column with my opening sentence. I hope everyone is doing well until we meet face to face again.

Su Yeon Cho Bio:

Su Yeon Cho is a Ph.D. candidate and an instructor in the School of Communication at the University of Miami. Her scholarly interests primarily lie in investigating influencer marketing and messaging strategies on social media for marketing communication purposes. Her current research is analyzing the effect of the relationship between social media influencers and consumers on brand outcomes, and investigating the effect of new technology on consumer engagement.

Tyler Milfeld (University of Tennessee)

On the final day of class, I share "The Top 10 Things I Wish I Knew Before my Starting my Career." As a former Senior Brand Manager, I hope to help students launch their careers with helpful guidance. A friend of mine recently asked me for some tips



Tyler Milfeld

as he began his Ph.D. program. I discovered that the same things I tell my students about the marketing and advertising world applied. So, I thought I would share five of them with the AAA community.

5. You Don't Ask, You Don't Get: My path to studying brand communication started with a dilemma and a simple ask. When there were no courses that piqued my interest, I asked my advisor, Dr. Dan Flint, for contacts outside the marketing department to discuss opportunities. He suggested that I reach out to Dr. Eric Haley. What followed changed my research trajectory: an independent study that generated two research articles and, most importantly, an exceptional mentor. By asking for something beyond the existing coursework, a new door opened.

4. **Say Yes to Things**: When Dr. Haley proposed that I submit one of my early-stage projects to the AAA Conference, I was sure it was not ready for prime time. But I said "yes," the paper was accepted, and I had the great opportunity to present at the 2020 conference. As a result, I received valuable feedback to advance my research and discovered the phenomenal AAA community.

3. Adopt a Growth Mindset: On the first day of class, I introduce the growth mindset and ask that students bring that mindset to class. It means that effort, initiative, and perseverance matter. I did not start running until after college, and my first half-marathon was an exhausting 2 hours and 10

minutes. But I committed to improving my time one run at a time. After some mediocre runs, a few injuries, thousands of miles, and 79 half-marathons later, I now routinely finish in under 90 minutes. It is this same mindset that has helped me progress in the Ph.D. program. I see every setback as an opportunity to learn and improve my research.

2. Follow Your Passion: When I worked in brand marketing, I often paid attention to the words and phrases in the ad copy. Some of my former colleagues and agency partners would say *too much* attention. But that curiosity for how words influence attitudes and change the message's meaning has become the cornerstone of my research. I tell my students to find something they enjoy. Then, don't let go. I feel fortunate that I have been able to translate my passion into a new career.

1. Be a Better Version of Yourself Every Day: The late Jim Valvano, former basketball coach at North Carolina State, once said that there are three things you should do every day: laugh, think, and have your emotions move you to tears (it could be happiness or joy). I will add one more thing: use those experiences to become a better version of yourself. I am my harshest critic, and I still cannot believe that some of the field's experts found my work worthy of publication. For me, the goal is to learn something new every day and become a better researcher than I was yesterday.

I end the class by saying, "So, now go out there and be a better version of yourself. Then, do it again tomorrow. I will see you at the final exam."

While I will not see you at the final exam, I hope to see you at the 2022 AAA conference in St. Petersburg.

Tyler Milfeld Bio:

Tyler Milfeld is a fourth-year Ph.D. student at the University of Tennessee. His research interests focus on brand communication of social messages. Tyler's research has been accepted to the *Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, and the *Journal of Product and Brand Management* and featured at multiple conferences, including the 2020 American Academy of Advertising (AAA) Conference. Before joining the program, Tyler's marketing and sales career spanned four leading consumer goods companies. Tyler earned a dual MBA from the University of Texas at Austin and Pontificia Universidad Católica de Chile and a BA from Northwestern University with a double major in psychology and political science. An avid runner, Tyler has completed 79 half-marathons in 39 states. He and his wife, Darcie, have two children.



DATA. COMMUNICATION. ADVERTISING.

The College of Information and Communications at the University of South Carolina is taking the lead in data and communications. Committed to excellence in research, students and faculty in our college have access to top-notch research laboratories. These include the **Biometrics and User Experience Lab** – which contains cutting-edge sensors to track facial expressions, eye movement, sweat gland stimulation and neuro-electrical activity – and the **Social Media Insights Lab**, which is equipped with AI technology-powered Brandwatch software to generate, visualize and interpret data on everything from consumer sentiment to crisis response.

Faculty and graduate students in our advertising program produce high-quality research that wins top paper awards in national conferences, such as AAA and AEJMC, and is published in top journals in the field, including Journal of Advertising, International Journal of Advertising and Journal of Advertising Research.

Our research faculty include **Dr. Taylor Jing Wen**, who is an expert in consumer psychology and media effects with a special focus on the construct of emotions, **Dr. Yingying Chen**, who focuses on online information diffusion, dynamics of public attention in the hybrid media system, and computational social science methods, **Dr. Carmen Maye**, whose research interests include advertising and public relations law, freedom of information and access and the role of visual communications in shaping public policy, **Dr. Linwan Wu**, whose research covers advertising psychology and communication technology and **Dr. Tom Reichert**, dean of the CIC, whose research interests include advertising, content and effects. Rounding out our team are award-winning creative advertising professionals **Jeff Williams, Marcia Purday and Russ Gottwald**, who inspire and motivate students every day.



School of Journalism and Mass Communications College of Information and Communications Join us! The CIC is a great place to study and work. Check our graduate programs and look for forthcoming position announcements at *sc.edu/cic*.

AAA Notes

Awards and Honors



Dr. John Murphy (University of Texas at Austin) has been selected as the recipient of <u>the 2021 Distinguished</u> <u>Advertising Educator Award</u> from the American Advertising Federation. The award recognizes excellence in teaching and student advisement, a record of scholarly research, publications and professional experience, as well as

active involvement in the advertising industry and its organizations, academia, and the community.



Dr. Louisa Ha (Bowling Green State University) has been awarded the title of Professor of Research Excellence by her university. In addition, she also received the AEJMC Eleanor Blum Award for Distinguished Research Service Award for her contribution to promoting research in the field of

Louisa Ha

Journalism and Mass Communication at the AEJMC conference this August.



Dr. Patrick De Pelsmacker (University of Antwerp) was honored with <u>the</u> <u>Flemming Hansen Award</u> <u>2021</u>, awarded during the General Assembly of the 19th International

Conference on Research in Advertising (ICORIA). Since 2015, the European Advertising Academy (EAA) has granted the Flemming Hansen Award every other year to acknowledge scholars who have made long-term contributions to distinguished scholarship in advertising research.



Dr. Juan Mundel (Arizona State University) was distinguished with the 2021 Early Career Teaching Award by the Advertising Division at AEJMC.

Emily Buteau, Ph.D. candidate in the Department of Communication at the University of North Dakota, has been selected as the recipient of the 2021 Third Place Promising Professor Student Award by Mass Communication & Society Division at AEJMC.

Emily Buteau



Fernanda Da Silva, Ph.D. candidate in the School of Communication at the University of Miami, has received the Outstanding Student Employee award and was nominated for the Outstanding Graduate Research Assistant award.

Fernanda Da Silva

Job Changes, New Hires, and P&T



Dr. Sela Sar has been promoted to Professor in the Charles H. Sandage Department of Advertising at University of Illinois at Urbana-Champaign.

Sela Sar



Anna McAlister



Scott R. Hamula

Dr. Anna McAlister has been promoted to Professor in the Gerrish School of Business at Endicott College in Beverly, Massachusetts. Anna was also recently appointed as the faculty lead in her school. Starting this Fall, Anna will serve alongside Gayle Kerr as a deputy editor of the Journal of Marketing Communications.

Scott R. Hamula has been promoted to Professor in the Roy H. Park School of Communications at Ithaca College. He serves as the program director of the Integrated Marketing Communications (IMC) major and chair of the Department of Strategic Communication.

Juan Mundel



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

Dr. Brittany Duff is named the

inaugural Charles H. Sandage

Urbana-Champaign.

Scholar in Advertising Research in the

Charles H. Sandage Department of

Advertising at University of Illinois at



Dr. Linwan Wu received Tenure and Promotion to Associate Professor in the School of Journalism and Mass Communications, College of Information and Communications, at the University of South Carolina. He is also appointed as the advertising sequence head.

Linwan Wu



Joseph W. Chang

Dr. Joseph W. Chang received Tenure and Promotion to Associate Professor of Marketing in the Charlton College of Business at University of Massachusetts, Dartmouth.



Aidin Namin

Dr. Aidin Namin received Tenure and Promotion to Associate Professor of Marketing Analytics at the College of Business Administration, Loyola Marymount University.



Dr. Kartik Pashupati started a new assignment in April 2021 as a Senior Client Relationship Manager at Dynata. Dynata is the world's largest provider of first-party data, with online panels that can reach millions of consumers and business professionals.

Kartik Pashupati

Dr. Summer Shelton moved from Idaho State University to the University of Southern Indiana as a tenure-track Assistant Professor of Public Relations and Advertising in fall 2021.

Dr. Amanda Sams Bradshaw started as a tenure-track Assistant Professor of Integrated Marketing Communications in the School of Journalism and New Media at the University of Mississippi in fall 2021.

Dr. Mengyan Ma started as a tenure-track Assistant Professor in the Department of Communication and Journalism at University of Wisconsin-Eau Claire in fall 2021.

Book Releases

Dr. Jami Fullerton (Oklahoma State University) and her coauthors published Principles of Strategic Communication with Routledge in July. The book presents the basic tenants of

Shu-Chuan (Kelly) Chu



Brittany Duff



Dr. Juan Mundel moved from DePaul University to Arizona State University as Director of Global Initiatives and Associate Professor at the Walter Cronkite School of Journalism and Mass Communication in fall 2021. He was named Head of the Advertising Division at AEJMC for 2021-2022.

Juan Mundel



Dr. Soojung Kim received Tenure and Promotion to Associate Professor in the Department of Communication at the University of North Dakota. She is also appointed as Graduate Director from fall 2021.

Soojung Kim



Dr. Joonghwa Lee received Tenure and Promotion to Associate Professor in the Department of Communication at the University of North Dakota.

Joonghwa Lee



Dr. Sabrina Habib received Tenure and Promotion to Associate Professor in the School of Journalism and Communications at the University of South Carolina.

Sabrina Habib



strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. Drawing on the latest research in the field, the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. To facilitate learning and tie

concepts to practice, each chapter includes introductory focus questions, a contemporary global case study, a career profile of a current practitioner, end-of-chapter discussion questions, and features that highlight how research methods can be applied to strategic communication practice. *Principles of Strategic Communication* is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs.



Dr. Carrie La Ferle (Southern Methodist University) and her co-author, Dr. O. Wesley Allen, Jr. (Southern Methodist University) published <u>Preaching and the</u> <u>Thirty-Second Commercial</u> with Westminster John Knox Press. Many fields struggle today with an increasingly distracted world where multiple stimuli compete for an audience's attention.

Believing that preaching can benefit from advertising's laser focus on how to make its message stick, Dr. O. Wesley Allen, Jr. (a preaching professor) and Dr. Carrie La Ferle (a professor of advertising) have written this first-of-its-kind book on what preachers can learn from advertising. The six chapters include topics touching on: 1) An outline of the problem in reaching people today; 2) How communication has changed 3) The importance of learning about the values and beliefs of an audience; 4) The relationship of advertising techniques to sermonic forms; 5) How Sermonic Imagery can use Narrative Advertising practices; and 6) Advertising Campaigns in relation to Cumulative Preaching



Bruce Bendinger (The Copy Workshop) has co-authored an innovative IMC book designed for student agencies, campaigns classes, and entrepreneurial start-ups – <u>Brand Builder Workbook.</u> <u>Tools to Build Winning Campaigns</u>. "A toolbox disguised as a textbook." The book is based on a unique four-factor platform that combines both simplicity

and sophistication. Lessons from a successful career in

advertising provide instructive context for students. As Bruce observes, "Stories teach."

Other News

The Hub for Brand Innovation and Advertising Technology or the "Brand Hub" launched this past spring at the University of Illinois, Urbana Champaign. The four primary goals of the Brand Hub are experiential learning, professional development, innovation and entrepreneurship, and applied research and consulting. The Brand Hub held its inaugural, virtual Sandage Summer Academy in July. "Frontiers of Digital Advertising" brought industry experts and world class instructors together to examine the future of data analytics and innovative uses of technology in the advertising industry. The Brand Hub will also build prototype technologies, such as dashboards and apps, that have the potential to bring revenue back into its activities. Currently in development is the Illinois Brand Reputation Wellness Monitoring System, which will measure and forecast a brand's health through a dashboard. The Brand Hub is also creating a Social Media Lab where students work with faculty on social media strategy and related projects for clients across campus and the community.



Texas Christian University's team of strategic communication majors, with advisor Dr. Wendy Macias, placed <u>second in this year's</u> <u>American Advertising Federation's</u> <u>National Student Advertising</u> <u>Competition</u>, working with client, Tinder. TCU students have actively participated in NSAC since 2000 and placed several times at the district level, but never

TEXAS CHRISTIAN UNIVERSITY since 20 times at

higher than fourth at the national level, until this year.

Have Items for the Newsletter?

- Job announcements
- Calls 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 **October 15**, at joonghwa.lee@und.edu.

In Memory of Keith...



Keith Adler, longtime member of the Michigan State University Department of Advertising faculty, passed away on June 23, 2021. Keith was a Spartan through and through, earning a bachelor's and master's degree in horticulture, then a master's degree and a doctorate in communication from Michigan State University. He went on to teach for 35 years at MSU. He pioneered remote learning before online courses existed, recording his lectures for Principles of Advertising, which were made widely available through the MSU library and public access television. Keith's first interest was for his students and their learning. Keith was a kind, gentle, and generous soul, sharing his wisdom, baked goods, putters, and plants, and his colleagues and students remember him fondly. "I was one of Keith's last doctoral students...when others would've probably written me off as an old guy trying to do something rather impossible, Keith stood by me…because of his good heart. Keith

opened doors for me, and for that I'm forever grateful." (Patrick J. O'Connor, Ph. D. 2011). "Keith kindly shared his wisdom and advice about academia and life whenever I asked. He reinforced that it was okay, no better than okay, to be unconventional and to define success on my own terms. He pushed me to think different and bigger, and he continued to support me and my career long after I graduated" (Joann Atkin, Ph. D. 2002). "Early in my career at MSU, Keith helped me navigate its waters, and always had an open door and open heart. He helped to shape me in my in my early years as an academic and I will be forever grateful for his friendship and endless kindnesses." (Nora Rifon, Professor). "Keith always was willing to do some of the hard jobs without expecting much as a reward. He drove 60 miles each way from Battle Creek to MSU for 34 years. He built the principles course into a juggernaut. He used to say that the system rewarded A (publishing) while expecting B (teaching and service). He did B and helped make the department better." (Bruce Vanden Bergh, Professor Emeritus). During his tenure, he was also director of graduate studies, and helped build the enrollment in the off-campus version of it. Keith fully enjoyed his retirement years, playing golf, and his cornet, but most of all he and his wife Carol loved their up north life on the lake, hiking, and spending time with family and friends.

SELLING IN TODAY'S WORLD



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GMC Database of Graduate Student and Early Career Opportunities

by Sidharth Muralidharan (Southern Methodist University)



For a graduate student or junior faculty in advertising, getting the appropriate resources to succeed in academia is crucial. The Global and Multicultural Committee (GMC) recognized this need and has created a database, which can be accessed by anyone for free. Following a thorough search, various global and multicultural opportunities have been identified and organized specifically for graduate students (Masters or Ph.D.) and junior faculty in advertising. Each year, the list will be checked for accuracy and updated with new opportunities, if necessary.

The database includes three types of resources on the following:

- a) **Visitor professor programs** (e.g., AEF's Visiting Professor Program) These programs are meant to enhance a faculty's understanding of current advertising trends and practices that can help inform their teaching and research.
- b) Student internships (e.g., 4As Multicultural Advertising Intern Program) Internships like MAIP offer "multicultural students a unique paid, full-time summer internship at 4A's participating agencies nationwide combining real-world work experience, networking opportunities within the industry, and gain a valuable professional credential that can help better position themselves in the marketplace. Simultaneously, the program offers advertising agencies the opportunity to access top student talent and strengthens the 4A's efforts to enhance the workforce diversity of our industry" (MAIP, 2021).
- c) Study abroad programs (e.g., Fulbright) In order to get a broader understanding of the countries/cities that many ad programs have visited and to identify new opportunities, the committee compiled all of the 'advertising-specific' study abroad/exchange programs in the U.S., listed nationally and by state.

In the first year of this initiative, the database solely focused on U.S. universities that have an advertising sequence. This year, the committee has included opportunities from universities abroad, like Nanyang Technological University and National University of Singapore. Moving forward, the objective is to enhance the comprehensiveness of this list by including more universities from Europe and Asia. The hope is for the database to become an indispensable resource in your academic pursuits.

For more information on the database, please visit the website at <u>https://aaasite.memberclicks.net/global-and-multicultural-</u> <u>committee#Initiatives</u>. If you know of additional resources that can be added to database, or if you are interested in joining the GMC committee, please contact the chair, Dr. Mengtian Jiang, at <u>mengtian.jiang@uky.edu</u>.

References:

Multicultural Advertising Intern Program (2021), "Overview" Retrieved from: http://www.maipmatters.aaaa.org/#home





The Hub for Brand Innovation and Advertising Technology

UNIVERSITY OF ILLINOIS COLLEGE OF MEDIA



The Brand Hub integrates resources for student learning, faculty research, industry partnership, and community engagement. Learn about opportunities to collaborate via experiential learning, professional development, research and consulting, and more at: brandhub.illinois.edu

Announcements (AAA Graduate Student Symposium)



AAA Graduate Student Symposium

September 10, 2021 | Virtual (Zoom)

Registration: https://tinyurl.com/4vbs274p

The Advertising Graduate Student Symposium will be an online event sponsored by the American Academy of Advertising. The one-day online symposium will be held virtually Friday, September 10, 2021 and targeted to current and potential advertising doctoral students around the world.

Renowned professors from top member institutions in the American Academy of Advertising will provide current and prospective doctoral students insight about doctoral programs and the academic job market. Current doctoral students will get a peek behind the curtains of the academic job market and tips as to how to navigate the process. Master's students will gain an understanding of what doctoral programs are at top advertising programs, how to successfully apply, and insight into what it is like to be a doctoral student.

The event is be free for doctoral students to attend with an active AAA student membership. The event is free for all Master's students. Please complete the information below to register. More details about the symposium will be proved via email as the event approaches.

Non-AAA member doctoral student? Please go to <u>AAA Home (aaasite.org)</u> to become a AAA student member before registering. Registration will close on September 7, 2021 at 11:59 p.m. CST.

Symposium Program

8:45 – 9 am Welcome & Overview

9 – 10:30 am Panel 1: Navigating the Academic Job Market (doctoral students)

- Types of Jobs & Where to Find Them
- The Application Process What to Expect
- The Interview Process What to Expect
- Negotiating Your Contract
- Q&A

Panel 2: Understanding & Searching for Doctoral Programs (master's students)

- Why do a Ph.D.? Areas of Advertising Research
- Doctoral v. Master's Programs
- What to look for in a doctoral program
- The Ph.D. Application Process What to Expect
- How funding works
- Q&A

10:40 – 12:15 Panel 3: Tips for the Job Hunt (doctoral students)

How to Write Successful Application Letters

- Crafting a Curriculum Vita
- The Job Talk Design & Delivery
- Teaching Presentations Design & Delivery
- Other Tips & Q&A

10:40 – 12:15 Panel 4: Becoming & Being a Successful Doctoral Student (master's students)

- How to Craft a Successful Application Package
- Doctoral Coursework
- The Dissertation
- How Assistantships Work
- Tips & Q&A

LUNCH BREAK

1:15 – 2:45 pm Panel 5: Ask the Chairs/Search Chairs Session (doctoral students)

- Chairs & current/recent search committee chairs provide an overview of the search process from the search committee's point-of-view
- Q&A

Panel 6: Doctoral Programs Showcase & Q&A (master's students)

- Four AAA member doctoral programs will provide short presentations about their doctoral programs providing students with insights into what advertising doctoral education looks like.
- Q&A

3:00 – 4:15 pm Panel 7: Doctoral Students on Being a Doctoral Student

- Research examples from current doctoral students
- Tips from current doctoral students
- Q&A

4:15 – 4:30 pm Closing Comments

Announcements (Call for Editor Applications)



Call for Editor Applications Journal of Advertising

Application Deadline: January 15, 2022

The American Academy of Advertising seeks an editor for its flagship publication, *Journal of Advertising*, published five times per year by Routledge-Taylor & Francis, starting with volume #52. Editorship is a three-year appointment, with possibility of renewal for an additional term. Along with decisions on JA's content, the editor appoints associate editors and members to the Editorial Review Board, works with the publisher to ensure a timely production process, and provides reports to the AAA Publications Committee regarding past activities and future plans.

Candidates should provide evidence of demonstrated excellence in research and publication in the field of advertising. Preference is given to candidates whose background, experience, and research accomplishments indicate their ability to provide leadership for the journal and direct its future development. The Editor is expected to attend the AAA annual conferences to report to the Publications Committee and is required to be an AAA member during the period of Editorship.

Finalists will be interviewed during the first days of the 2022 AAA Annual Conference in St. Petersburg, Florida, March 24-27.

To Apply: Submit your current vita highlighting editorial experience, plus a letter of interest stating:

- (1) Why you are interested and qualified to be editor;
- (2) Your editorial philosophy;
- (3) What you like best about the journal's current practices;
- (4) Your ideas for maintaining, and possibly increasing, the number of high quality manuscripts submitted to JA, as well as enhancing citations and the visibility of the journal; and
- (5) How the work as editor would fit with all of your other work assignments.

An optional additional document for submission is a statement from your academic unit's director, chair, or dean indicating any promises to you for support as editor (release time from other duties, summer funding, student assistants, etc.).

Submit all documents via email (as PDF formatted attachments) to:

Herbert Jack Rotfeld, AAA Publications Committee Chair

email: rotfehj@auburn.edu

In the email subject line, write "JA Editor Application."

Contact the committee chair if you have any additional questions about your application.

Deadline to Apply: 11:59 p.m. U.S. CST (Chicago), January 15, 2022



Announcements (Call for Papers & Proposals)



Call for Conference Papers and Proposals for Special Topics Sessions

American Academy of Advertising 2022 Annual Conference March 24-27, 2022 Hilton St. Petersburg Bayfront Hotel, St. Petersburg, FL, USA

Submission Deadline: October 1, 2021

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2021 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Fit with the Mission and Vision of the Association
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties, and track changes functions prior to submission. Use Journal of Advertising style to format citations. Submit your paper in Word format only; do not submit a PDF.

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

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

Special Topics Sessions

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. <u>Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session</u>. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in

sessions that focus solely on refereed research. As such, the Academy is willing to provide "waivers" for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

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

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

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

Preference will be given to proposals providing complete information.

Special topics chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

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

Requirements and Where to Direct Questions

 Electronic submissions will be accepted beginning September 1, 2021, and must be received no later than MIDNIGHT EDT, October 1, 2021.

Questions? Please direct them to the appropriate person, as follows:

Competitive Research Papers

- o Professor Sigal Segev, Vice President AAA
- o Florida International University
- o segevs@fiu.edu

Special Topics Proposals

- o Professor Sela Sar, President-Elect AAA
- o University of Illinois at Urbana-Champaign
- o selasar@illinois.edu

General questions about the conference

- o Professor Harsha Gangadharbatla, President AAA
- University of Colorado, Boulder
- o gharsha@Colorado.EDU

We look forward to your submissions and hope that you will be able to attend the 2022 Conference of the American Academy of Advertising.

Announcements (Call for Papers)

Journal of Advertising Anniversary Special Issue on Reimagining Advertising Research: 50 Years and Beyond

Guest Editors Jisu Huh and Ron Faber, University of Minnesota, USA

Submission Deadline: December 1, 2021

Manuscripts are currently being solicited for a 50th anniversary special issue of the *Journal of Advertising* (*JA*) dedicated to **Reimagining Advertising Research: 50 Years and Beyond**.

BACKGROUND

Next year will mark the 50th anniversary of the launching of the *Journal of Advertising*. At major anniversaries, one is motivated to look back to the past or forward to the future (or both). For its 25th anniversary, *JA* published a systematic review of the 133 articles appearing in its first 25 years (Muncey and Eastman 1998). Each article was categorized based on its relevance to advertising theory and to advertising practice. Over 3/4th of all the articles were considered to be relevant to both theory and practice. They concluded from this that the challenge for *JA* in the future was not to publish more articles relevant to theory or practice, but rather to bring new theories on new topics to the study of advertising (Muncey and Eastman 1998). While we have not conducted a similar analysis for the most recent 25 years, we believe this still remains a central challenge for *JA*.

Thus, to commemorate its 50th anniversary, the *Journal of Advertising* invites submission of papers for consideration in a Special Issue aimed at looking to the future and proposing new theories and/or new aspects of advertising practice that may be fruitful in studying and explaining advertising in the years ahead. This seems particularly timely since advances in technology, machine-learning algorithms and artificial intelligence (AI), and user-generated and user-shared content have become dominant forces in the advertising industry, creating challenges to traditional definitions and boundaries of the field (Huh and Malthouse 2020; Li 2019). Due to the changing shape and role of advertising in the contemporary world, much of the critical scholarship exploring new forms of advertising may be situated outside of the traditional advertising domain, with some recent exceptions (e.g., see *Journal of Advertising* Special Section on Advances in Computational Advertising (2020, Volume 49 Issue 4) and Special Section on Artificial Intelligence and Advertising (2019, Volume 48 Issue 4)). Thus, this Special Issue aims to stimulate advertising scholars to consider new and meaningful connections to disciplines and content areas that can contribute to our understanding of advertising in the coming decades.

Note that by "new" we are referring to theories, concepts, methods and topics that are under-researched in the existing advertising literature. This may be a novel theory or idea produced by the authors, or it might also be a theory, model, or method from another field that has not very often been applied to advertising (ideas from neuroscience, computer science, the arts, economics, law or ethics, anthropology, linguistics, evolutionary psychology, or historical analysis, to name just a few possibilities). Similarly, it may represent an existing advertising practice that is under-studied (e.g., advertising ROI, workplace interactions or cultures, client's perceived advertising needs and concerns) or a new idea or perspective on a topic likely to be of growing importance in the future (e.g., artificial intelligence, data privacy, social networks, technological innovations).

Papers should be forward-looking and consider what will likely be important for advertising research and theory in our changing society and advertising practices. Work is strongly encouraged that makes new (or renewed) connections to the disciplines that are not well represented or not being applied to their maximum potential in the extant advertising research and theory. Of course, all papers should be relevant to the broad global readership of the *Journal of Advertising*. Here, advertising is defined broadly, as reflected in the recent *Journal of Advertising* Special Issue on The Future of Advertising (*Journal of Advertising*, Volume 45 Issue 3). The hope is that the papers in this issue will help spur thinking in new directions that can expand our understanding and conceptualization of advertising knowledge. Thus, papers on all research topics related to all types of advertising are welcome.

Both conceptual and empirical work that presents ground-breaking original ideas and new research directions is welcome, although we assume that most of the submissions will primarily be conceptual work. As such, criteria for consideration of acceptance to the special issue will focus on:

1. The theoretical novelty of the work and original theoretical contributions.

2. The quality of the arguments and evidence to support the belief that the "new" theory or "new area of practice" is important to our understanding of advertising. There should be explicit and well-substantiated discussion of why it is important for the future with an orientation toward where advertising is and/or should be going.

3. A thorough review of existing knowledge relevant to the topic. The clarity of this presentation will be particularly important for work in areas for which most of the *Journal*'s readers may be unfamiliar.

4. The discussion of how this new area, knowledge or method can be applied to future advertising research.

5. The description of a potential program of research that can be conducted and the contribution it could make to our understanding of advertising in the changing world.

SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for *JA* found at <u>http://www.tandfonline.com/toc/ujoa20/current</u>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

The submission deadline for the Anniversary Special Issue is: December 1, 2021

All manuscripts should be submitted through the *JA* ScholarOne System at <u>http://mc.manuscriptcentral.com/ujoa</u>, during November 15 – December 1, 2021. Authors should select "SPECIAL ISSUE: Reimagining Advertising Research: 50 Years and Beyond" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Reimagining Advertising Research: 50 Years and Beyond.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than February/March 2022 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Issue is October/December 2022.

Any questions about the Anniversary Special Issue can be sent to the guest editors: Drs. Jisu Huh and Ron Faber at <u>JAturns50@gmail.com</u>.

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Huh, Jisu and Edward C. Malthouse (2020), "Advancing Computational Advertising: Conceptualization of the Field and Future Directions" *Journal of Advertising*, 49(4), 367-376.

Li, Hairong (2019), "Special Section Introduction: Artificial Intelligence and Advertising," *Journal of Advertising*, 48(4), 333-337. Muncey, James A. and Jaqueline K. Eastman (1998), "The Journal of Advertising: Twenty-Five Years and Beyond," *Journal of Advertising*, 27(4), 1-8.



Announcements (Call for Papers)

Journal of Interactive Advertising Special Issue on Untapped and Understudied Issues in Influencer Advertising

Guest Editors

Chen Lou, Nanyang Technological University, <u>chenlou@ntu.edu.sg</u> Venus Jin, Northwestern University in Qatar, <u>Venus.Jin@northwestern.edu</u>

Submission Deadline: April 30, 2022

Scholarly research on influencer advertising has grown explosively over the past few years. Vloggers, YouTubers, Instafamous, or bloggers, all describe social media influencers who create valuable content and/or narrate their personal lives on social media platforms to connect with followers and thus attract sponsorships from brands (e.g., Jin, Muqaddam, and Ryu 2019; Lou and Yuan 2019). Influencer advertising is quintessentially interactive, which relies heavily on the bond between influencers and followers and capitalizes on the persuasive appeal of influencers. As an evolving form of interactive advertising, influencer advertising serves as a new means for brands to efficiently ramp up return-on-investment, especially during the pandemic (Taylor 2020).

Extant research on influencer advertising has paid due attention to the role of sponsorship disclosure (e.g., Evans et al. 2017), the impact of AI influencers (Thomas and Fowler 2021), the appeal of influencers among children (Boerman and van Reijmersdal 2020), influencer-follower relationship (Lou 2021), and the effect of consumers' characteristics (e.g., social comparison tendency, compulsive buying tendency, and materialistic envy) (Jin and Ryu 2020). Recent review articles have also summarized the current themes in influencer advertising and bibliometric analysis for practical implications (e.g., Hudders, De Jans, and De Veirman 2021; Ye et al. 2021). Yet, there are still untapped or understudied issues in influencer advertising agencies, the impact of influencers in promoting prosocial behavior (e.g., mask wearing during the pandemic, getting vaccines), the effect of virtual influencers, pet influencers, children influencers, and so on. Therefore, we invite original manuscripts for this upcoming Special Article Collection of the Journal of Interactive Advertising (JIA) dedicated to Influencer Advertising, within the broader domain of interactive advertising.

Relevant topics and themes for the Special Article Collection might include, but are not limited to:

- The bright vs. dark side of influencer advertising
- Analysis from the perspective of influencers and/or agencies
- Prosocial influencer advertising and health marketing campaigns (e.g., charity, climate change, vaccination, anti-drug, anti-smoking, (anti-)vaping, healthy diet campaigns, etc.)
- The role of influencers in pressing social, political, and global issues (e.g., me too movement, racism, BLM, human rights issues, activism, etc.)
- The appeal of influencers in a broad range of underexplored domains, (e.g., health, education, religion, politics, entrepreneurship, etc.)
- Related ethical issues (e.g., side effects of sponsorship, dark side of parasocial interaction such as privacy invasion, and harassment via direct messaging [DM], and unrealistic expectation for influencers' ethical standards, etc.)
- Virtual influencers, AI-based machine-based algorithm
- Research on understudied platforms, such as TikTok, Twitch, and Clubhouse
- Twitch game influencers (product placement, brand placement, and sponsored ads)
- Petfluncers
- Children influencers (e.g., ethical issues related to minors and policy implications)

Submission Deadline: April 30, 2022.

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

References

Boerman, Sophie C., and Eva A. Van Reijmersdal (2020), "Disclosing Influencer Marketing on YouTube to Children: The Moderating Role of Para-Social Relationship," *Frontiers in Psychology*, 10, 3042.

Evans, Nathaniel J., Joe Phua, Jay Lim, and Hyoyeun Jun (2017), "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent," *Journal of Interactive Advertising*, 17 (2), 138-149.

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Jin, S. Venus, Aziz Muqaddam, and Ehri Ryu (2019), "Instafamous and Social Media Influencer Marketing," *Marketing Intelligence & Planning.*

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_____, and Shupei Yuan (2019), "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media," *Journal of Interactive Advertising*, 19 (1), 58-73.

Taylor, Charles (2020), "Is COVID Making Marketing Influencers More Influential?" *Forbes*, <u>https://www.forbes.com/sites/charlesrtaylor/2020/07/30/is-covid-making-marketing-influencers-more-influential/?sh=35dbdf864200</u>

Thomas, Veronica L., and Kendra Fowler (2021), "Close Encounters of the Al Kind: Use of Al Influencers as Brand Endorsers," *Journal of Advertising*, 50 (1), 11-25.

Ye, Guoquan, Liselot Hudders, Steffi De Jans & Marijke De Veirman (2021), "The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications," *Journal of Advertising*, 50 (2), 160-178.



Announcements (Call for Papers)



Call for Papers CMC2022

26th International Conference on Corporate and Marketing Communications Digital Technologies in the light of COVID-19: a changing landscape for Corporate and Marketing Communications April 11-13, 2022 Hosted by the University of Nicosia, Business School Nicosia – Cyprus

> **Conference Chairs** Prof. Ioanna Papasolomou, *University of Nicosia* Dr. Yioula Melanthiou, *University of Nicosia*

> > Further information and Contacts:

www.unic.ac.cy/cmc2022 cmc2022@unic.ac.cy

Submission Deadline: December 15, 2021

The topic of CMC 2022 looks into understanding how new technologies are challenging companies today, how new technologies have helped businesses to cope with the challenges created by the pandemic, how the pandemic has shaped the marketing and corporate communications fields, and how these new technologies could be used to offer businesses and customers a more direct and interactive way to communicate with audiences, and especially those new generation consumers who are intertwined with digital technologies.

SUBMISSIONS

The 26th 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. An electronic copy in Microsoft Word should be sent to the following e-mail address <u>cmc2022@unic.ac.cy</u> no later than **December 15, 2021**, clearly indicating the track (see section "Conference Tracks") to which the manuscript should be considered. The submitted papers will be reviewed by the Committee of the conference.

- > Full-length articles of 6,000 words in total, including references and a maximum of 5 tables/figures.
- > A working paper of 4,000 words.
- > An extended abstract of 1,000 words excluding tables, figures, and references.

CONFERENCE TRACKS: The full list can be found at cmc2022@unic.ac.cy

- Corporate Communications: (e.g., Corporate identity, image, reputation; Integrated marketing communications; Corporate branding and corporate online communities
- Marketing Communications: (e.g., Integrated marketing communications; Promotional mix offline-online issues
- Interactive and Multichannel Communications (e.g., Brand touchpoints; Viral marketing and eWOM; Mobile marketing communications; Native advertising (NA) on social media sites (SNA)
- Related Areas: (e.g., Ethical issues of marketing communications; Cultural issues of marketing communications; Marketing communications research methods; Rhetoric, semiotics in communication; Knowledge management and communication)

DEADLINES AND FEES

| Submission of proposals: | December 15, 2021 |
|--------------------------|-------------------|
| Early registration: | March 1, 2022 |

Early Registration by March 1, 2022 – Fee* in Euro Early registration fee for presenter: €300

Early registration fee for non-presenter: €400 Early registration fee for PhD student: €150

Late Registration after March 1, $2022 - Fee^*$ in EuroLate registration fee for presenter: $\in 350$ Late registration fee for non-presenter: $\in 450$ Late registration fee for PhD student: $\in 200$

*The fee includes: admission to all sessions, lunches and refreshments, the gala dinner, the social event and the conference proceedings; an online subscription for one year to the Journal of Marketing Communications; An extra third day for social events will be offered with extra charge.

<u>Note:</u> We plan to hold the conference, preferably in situa (on the university's grounds) but we may have to shift to a virtual form subject to the situation with regards to COVID-19 and the guidelines issued by the government.



Announcements (Journal of Advertising Education)

Case Studies in International and Multicultural Advertising: A Special Issue of the *Journal of Advertising Education*

Two of the most-requested enhancements to advertising education are the availability of case studies and the expansion of international and multicultural content. November's special issue of JAE delivers three classroom-ready case studies with international and multicultural foundations. Edited by Juliana Fernades (Florida) and Craig Davis (Ohio), the issue offers:

- a case study from Qatar on internationalizing food branding and advertising, "Baladna Goes Global"

– a case study from Thailand that looks at creating culturally-appropriate extensions of worldwide brands, "Write Your Own Luck Campaign: Pentel's Successful Advertising Strategy Based on Superstitious Beliefs"

- and from the US, a multicultural effort by a Spanish-language cable network to increase viewership, "Targeting Young Viewers to Watch Traditional TV"

All three cases include brief student-oriented case descriptions and teaching notes for faculty.

The special issue was created in cooperation with the AAA's Global and Multicultural Committee. Included in the issue is a guide for using the extensive international and multicultural resources available on the AAA website. The issue is available online to all AAA members and online and in-print to all AEJMC Advertising Division members.

Jay Newell Editor, Journal of Advertising Education



Announcements (ANA Educational Foundation)



Campus Speakers Program – Request Form Now Open!

AEF's Campus Speakers Program now sending advertising and marketing practitioners virtually into college classrooms nationwide to engage with students and faculty.

Speakers are carefully chosen, and presentations customized to meet mutual objectives. It is a rare opportunity for students to ask questions of industry leaders.

Learn more at aef.com/campus-speakers

MADE Internship Program – Application Open Soon!

Now in its 5th year, 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. MADE places upperclassmen in a summer program at one of more than 75 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. Encourage your students to apply early – placements done on a rolling basis.

Learn more at aef.com/made-students/

Conferences and Webinars – Open to Professors

The Association of National Advertisers, together with the AEF, is inviting professors to attend their virtual Conferences and Webinars to help enrich knowledge of the industry's top trends.

Learn more at aef.com/industry-events-profs/

THE 3% movement

DIVERSITY = CREATIVITY = PROFITABILITY

Join The 3% Movement's 10th Anniversary Event: A Decade of Difference

The 3% Movement is excited to announce an in-person conference coupled with a simultaneous virtual event on **November 2-3** in Atlanta. Fueled by the generosity of Adobe, 3% is able to offer **free admission to the conference and free access to virtual programming** for all current students and faculty.

Last year, over 1,500 students from dozens of schools attended the 3% conference. The voices and ideas of up-and-coming creatives play an important role in the future of advertising. Join the conversation this year at 3%.

Tickets go on sale **mid-August**. Use your university-affiliated email and look for the Student Ticket option to save you the \$200 ticket fee. Learn more on our website <u>https://www.3percentmovement.com/</u>

Announcements (Job)

$\frac{T \in M \in R L I N}{ADVERTISING}$ $\frac{1 N S T I T U T E}{6}$ SMU:MEADOWS

Southern Methodist University

Distinguished Chair of Advertising Position

Position 53185

Southern Methodist University invites nominations and applications for a Professor and Endowed Distinguished Chair who can provide visionary leadership for The Temerlin Advertising Institute for Education and Research, named in honor of Advertising Hall of Fame member, Liener Temerlin.

Established in 2001, The Temerlin Advertising Institute (TAI) was the United States' first endowed institute for the study of advertising and the first to be named for an advertising executive. TAI educates students to search for inspired, ethical solutions in advertising, guided by its founding philosophy: "Better Advertising. Better World."

This distinguished chair will be appointed at the rank of professor with tenure, or will be considered capable of achieving tenure, and will serve as the managing director of the Institute. The position reports to the Dean of the Meadows School of the Arts. The ideal candidate will have a high profile in advertising education and in the advertising industry and will have the leadership qualities and enthusiasm to continue the successes of both undergraduate and graduate programs. Relevant experience in data science and emerging technologies (AI, machine learning, AR/VR) is desired. Strong candidates will also understand how well-rounded advertising programs can excel across the range of critical skill sets, from strategic business brand management to conceptually rich and effective creative messaging such that the Institute graduates students with a broad range of capabilities. To that end, the Institute offers three specializations noted on students' transcripts at the undergraduate level: Creative; Digital Media Strategy; and Strategic Brand Management. At the Masters level, TAI offers a generalist degree.

QUALIFICATIONS: Ph.D. strongly preferred; graduate degree with a record of distinguished accomplishments is required and may be considered; proven strong leadership to develop effective strategies, manage a diverse pool of tenured, tenure track and non-tenure track faculty; currency in professional and academic areas translated to ensuring the curriculum and faculty are on pace with the rapidly changing advertising environment; ability to generate public-private partnerships between academic and professional communities; demonstrated development and outreach skills and the ability to cultivate existing alumni relationships; skills to handle the day-to-day operations of the Institute, including budgeting and course scheduling, oversight of faculty research and creative scholarship, recruitment of students and faculty, annual review processes, hiring, renewal, tenure and promotion.

SALARY: Commensurate with experience and qualifications.

STARTING DATE: August 1, 2022

NOMINATIONS AND APPLICATIONS: Please upload a letter of application, a current CV, and the names, addresses, phone numbers and email addresses of five references to <u>apply.interfolio.com/89754</u>.

The search committee will begin its review of applications on or about October 20, 2021. To ensure full consideration for the position, applications must be received on or before October 15, 2021. The committee will, however, continue to accept

applications until the position is filled and will notify all candidates of its employment decision. Hiring is contingent upon the satisfactory completion of a background check.

SMU is an inclusive and intellectually vibrant community of teachers and scholars that values diverse research and creative agendas. SMU offers excellent benefits including full same-sex domestic partner benefits. Explore Virtual SMU at http://www.smu.edu. SMU has a beautifully shaded campus of Georgian Revival-inspired architecture and is situated in the heart of Dallas. The Dallas/Fort Worth Metroplex, a culturally rich arts and global business center, is home to many universities, arts organizations and Fortune 500 & 100 corporations. http://www.dallaschamber.org.

SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation, or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, <u>accessequity@smu.edu</u>.



Announcements (Job)



University of Minnesota, Hubbard School

Tenure Track Assistant Professor of Strategic Communication – Advertising

The Hubbard School of Journalism and Mass Communication in the College of Liberal Arts at the University of Minnesota, Twin Cities invites applications for a full-time, tenure-track faculty position in strategic communication at the rank of assistant professor, to begin fall semester 2022 (August 31, 2022). We are seeking an outstanding scholar with research and teaching interests in advertising.

Qualifications

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

Candidates for the position must possess an earned Ph.D. in Communication, Mass Communication, Advertising, or a closely related field by August 2022 and a record of original scholarly research. Candidates at all experience levels (including ABD candidates and advanced assistant professor candidates) will be considered and are encouraged to apply. Preference will be given to applicants whose teaching and research interests complement existing Hubbard School faculty.

Candidates will be evaluated according to the overall quality of their academic preparation and scholarly work and relevance to the position in advertising, evidence of research ability, evidence of commitment to teaching and skills as a teacher, and strength of recommendations. Meaningful professional experience in advertising or a closely related field and the capacity to contribute to the ongoing development and delivery of a rapidly evolving curriculum in strategic communication are desirable.

About the Job

The successful candidate will teach both undergraduate and graduate level courses in the area of advertising and contribute to the broad strategic communication curriculum.

Faculty in the Hubbard School of Journalism and Mass Communication in the College of Liberal Arts are expected to maintain an active program of scholarly research or creative activity that includes publication, exhibition, or performance; develop and teach undergraduate and graduate courses; advise students; and contribute service appropriate for the rank of the appointment to the School, College, University, and profession.

The Standards for Promotion and Tenure in the Hubbard School of Journalism and Mass Communication are available.

The Workload Principles and Guidelines for Regular Faculty in the College of Liberal Arts are available.

We are committed to attracting candidates from historically under-represented groups knowing that diversity enriches the academic experience and provides a base for innovation.

About the School

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

The Hubbard School is ideally situated in one of the nation's most dynamic and creative metropolitan regions. The Twin Cities region is home to major media institutions, strategic communication (advertising, public relations, interactive/digital communication) firms, and Fortune 500 companies. This allows the Hubbard School to forge innovative partnerships and collaborations between industry and the academy in both research and teaching. The School is also strongly committed to community engagement and advancing an understanding of cultural diversity in society (e.g., diversity related to age, disability, ethnicity, gender, race, religion, culture, sexual orientation, or socioeconomic status).

For inquiries regarding the Hubbard School of Journalism and Mass Communication, please contact Dr. Elisia Cohen, Professor and Director of the School, by email: ecohen@umn.edu, or call the School at 612-625-1338.

About the College of Liberal Arts

Established in 1868, the College of Liberal Arts supports the University of Minnesota's land- grant mission as home to disciplines in the arts, humanities, and social sciences. The College of Liberal Arts values diverse cultures, experiences, and perspectives as key to innovation and excellent education.

The College of Liberal Arts is committed to intellectual freedom, the pursuit of new knowledge, and the belief that the liberal arts are the foundation of academic learning. CLA prepares students to be independent and original thinkers, innovators in their chosen fields; to create meaning in their lives and in their life's work; and to become productive citizens and leaders in their communities and the world.

How To Apply

Applications must be submitted online.

Please see the University of Minnesota Employment system to search for Job ID #342473 or search by title: Assistant Professor of Strategic Communication – Advertising. humanresources.umn.edu/content/find-job

To be considered for this position, please click the Apply button and follow the instructions. You will have an opportunity to complete an online application, and to attach (1) a cover letter describing your interest in the position, your research program and its influence on the field, and your teaching experience and interests in courses in the HSJMC curricula, (2) your curriculum vitae, and (3) a list of three references as an additional document through your "My Activities" page. No references will be contacted before the search committee chair notifies candidates.

Additional documents may be attached after application by accessing your "My Job Applications" page and uploading documents in the "My Cover Letters and Attachments" section.

For position description questions or specific questions related to the search, contact Professor and Search Committee Chair, Dr. Jisu Huh, by email: jhuh@umn.edu

Review of applicants will begin on October 11, 2021. This position will remain open until filled.

To request an accommodation during the application process, please e-mail employ@umn.edu or call (612) 624-UOHR (8647).

Diversity

The University recognizes and values the importance of diversity and inclusion in enriching the employment experience of its employees and in supporting the academic mission. The University is committed to attracting and retaining employees with varying identities and backgrounds.

The University of Minnesota provides equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. diversity.umn.edu

Background Check Information

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.



Announcements (Job)



University of Minnesota, Hubbard School

Director for Professional (MA) Education and Teaching Professor, Strategic Communication

The Hubbard School of Journalism and Mass Communication at the University of Minnesota invites applications for a full-time Program Director for Professional Education to direct its professional master's program in strategic communication and help develop other professional program educational opportunities for the school. Responsibilities will include recruitment, instruction, program design as well as program expansion into other professional need areas such as health communication and executive education. The position will report to the Director of the Hubbard School of Journalism and Mass Communication and be a thought-leader for the School and broader Twin Cities community in the area of strategic communication.

The Program Director for Professional Education is responsible for the overall growth and success of the MA in Strategic Communication degree program, which includes achieving enrollment targets, innovation within the program, student and faculty satisfaction, the reputation of the program in the market, and budgetary oversight. The Program Director also provides leadership for the School's professional education activities, and serves as a teaching professor of strategic communication. This position is also responsible for instruction at the undergraduate and graduate level with leadership of the Professional M.A. in strategic communication. The program focuses on advanced professional study of communication strategy, planning, evaluation and creative content management. Additional responsibilities include advising and mentoring students and service to the school and the university. The successful program leader and director will:

- Establish strategic direction for professional educational programs in the School, in line with the School's strategic goals related to recruitment, retention, graduation, expanding hi-flex learning modality options, and improving diversity, equity and inclusion in professional strategic communication education.
- Create goals for professional education programmatic growth in line with the mission of the School and the environment including competing programs.
- Offer effective administrative management of the existing professional M.A. in Strategic Communication program.
- Identify and monitor important metrics of the professional programming success, such as, program rankings, student satisfaction scores, student learning and career outcomes
- · Actively lead program marketing, recruiting and admissions activities in coordination with staff.
- · Provide visible leadership to applicants, current students and alumni.
- Teach up to two classes per semester in the School at the graduate or undergraduate levels
- Represent the School and Program to various internal and external constituents such as University partners (the Registrar, Financial Aid, Development, etc.), current students, alumni, recruiters, donors and corporate partners.

40% Classroom instruction and curriculum supervision and the undergraduate and graduate level.

- Teach up to two courses per academic semester plus the Professional M.A. Program Capstone courses in May and summer terms.
- Serve as the primary back-up point of contact and instructor in substitute for part-time instructors; supervise part-time instructors on curricular matters.
- · Contribute to the ongoing development, assessment and delivery of a rapidly evolving curriculum in strategic communication

10% Student Advising, both at the undergraduate level, including formal supervision of internship for credit programs (JOUR 3996), informal career advising at the undergraduate and graduate level. Program planning at the undergraduate level, and Capstone paper advising for the Professional M.A. Program.

40% Professional M.A. Program Administration, including scholarship allocation, curriculum evolution, faulty advising and recruitment, planning and executing biannual Forums and budget management.

- · Review/recommend curriculum content in coordination with faculty and the HSJMC Director
- Monitor developments and trends in the professional communication field through reading, participation in professional
 organizations, publications, public speaking and network development within the community
- · Help with the selection and hiring of adjunct instructors as warranted to deliver select courses
- Responsible for the intellectual leadership and administration of the Strategic communications M.A. Program.
- Manage development of appropriate budget, curriculum, faculty and applicants.
- Identify advisory board members and lead meetings to ensure currency and responsiveness of curriculum to industry needs
- Develop an annual report detailing the program's accomplishments and challenges.
- Act as the central communications point for all matters relating to the program.
- Recruit potential students and advise prospective students on features of the program, overseeing the process and tracking
 applications
- · Help identify possible career placement opportunities for graduating students
- Work with DGS Assistant on admission decision letters and responding to queries from prospective students, university employees and the general public.
- · Liaison to the professional communications community
- Seek promotion opportunities with the news media, professional associations, area corporations, agencies, non-profit
 organizations and government agencies.
- Oversee the development of marketing materials such as brochures, web site, press releases and presentation/speeches in coordination with the HSJMC Communications manager.

10% Professional M.A. program marketing and Key audience relations including establishing key marketing strategies, planning and executing prospective student enrollment marketing and recruiting activities, meeting with donors and potential donors. Industry professional outreach.

Required Qualifications:

- Master's degree in a relevant field and at least 8 or more years of directly related professional experience; a Bachelor's degree with 10 or more years of directly related professional experience
- Demonstrated expertise teaching in strategic communication or related fields (e.g., marketing communication)
- · Knowledge and direct service experience in educational and human service development and/or delivery

Preferred Qualifications

- Executive leadership and/or managerial experience in the Twin Cities or similar large- metropolitan professional strategic communication community preferred.
- Demonstrated expertise teaching professional master's students in strategic communication or related fields (e.g., marketing communication, business, communication).
- Experience in emerging areas of health care strategy, medical device marketing communication, brand content management, digital analytics/strategy, and/or crisis communication are desirable.

This is a 100%-time, annually renewable (continuing) 12-month position subject to the Administrative policy for Professional and Administrative Employees, including generous vacation and other benefits. The salary target range is \$85,000-92,000, depending on education and experience.

About the Hubbard School

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

The Hubbard School is ideally situated in one of the nation's most dynamic and creative metropolitan regions. The Twin Cities region is home to major media institutions, strategic communication (advertising, public relations, interactive/digital

communication) firms, and Fortune 500 companies. This allows the Hubbard School to forge innovative partnerships and collaborations between industry and the academy in both research and teaching.

About the College of Liberal Arts

Established in 1868, the College of Liberal Arts supports the University of Minnesota's land- grant mission as home to disciplines in the arts, humanities, and social sciences. The College of Liberal Arts values diverse cultures, experiences, and perspectives as key to innovation and excellent education.

The College of Liberal Arts is committed to intellectual freedom, the pursuit of new knowledge, and the belief that the liberal arts are the foundation of academic learning. CLA prepares students to be independent and original thinkers, innovators in their chosen fields; to create meaning in their lives and in their life's work; and to become productive citizens and leaders in their communities and the world.

How To Apply

Applications must be submitted online. Please see the University of Minnesota Employment system to search for **Job ID #342376** or search by title: **Program Director for Professional Education and Teaching**. humanresources.umn.edu/content/find-job

To be considered for this position, please click the Apply button and follow the instructions. You will have an opportunity to complete an online application, and to attach a cover letter and your resume.

Additional documents may be attached after application by accessing your "My Job Applications" page and uploading documents in the "My Cover Letters and Attachments" section.

Diversity

The University recognizes and values the importance of diversity and inclusion in enriching the employment experience of its employees and in supporting the academic mission. The University is committed to attracting and retaining employees with varying identities and backgrounds.

The University of Minnesota provides equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. <u>https://diversity.umn.edu/</u>

Background Check Information

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.



Announcements (Job)



Department of Advertising & Public Relations Grady College of Journalism and Mass Communication

UNIVERSITY OF GEORGIA

Faculty Position

University of Georgia

Karen W. and Daniel J. King Distinguished Professor in Advertising

The Department of Advertising and Public Relations (AdPR) in the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia invites applications for one tenured position in Advertising as the Karen W. and Daniel J. King Distinguished Professor in Advertising to begin August 2022.

Joining the AdPR Department at Grady College means being part of a dynamic program at a Research 1 university with an awardwinning faculty, high-achieving students, many industry partners, along with the Center for Health and Risk Communication, a virtual reality lab, a social media monitoring lab, a psychophysiology lab, and several faculty-led research groups working on interdisciplinary research projects. The proximity to metropolitan Atlanta, a major media market and technology community, is a plus. Grady College recognizes that diversity empowers excellence in our core missions of teaching, research and service and that it is supported by actively ensuring underrepresented voices are heard and varied experiences are valued.

Academic Rank/Salary

The hiring rank will be Full Professor. Salary will be commensurate with the candidate's qualifications and experience.

Job Responsibilities

The successful candidate will teach two courses a semester from a range of undergraduate and graduate courses in advertising and related topics such as media strategy and activation, digital advertising, social media analytics, advertising research/brand planning, advertising management, and/or campaigns. They will also conduct a rigorous research program in advertising and continue to lead their international reputation for their work, as well as provide service to the department, college, and university through performance on committees and graduate student supervision.

Required Qualifications

Ph.D. in Mass Communication, Advertising, Marketing, Communication, Psychology, or related field. The applicant should be qualified for tenure on appointment at the <u>full professor level</u> (<u>https://provost.uga.edu/_resources/documents/Grady_2020.pdf</u>). To be eligible for tenure upon appointment, candidates must currently be appointed as an associate or full professor, have been tenured at a prior institution, and bring a demonstrably national reputation to the institution. Candidates must be approved for tenure upon appointment before hire.

Preferred Qualifications

Candidate should have a track record of a committed research focus in advertising. They must have an outstanding record in externally funded research and/or scholarly advertising publications. Candidate must have a teaching and research concentration in and commitment to advertising as an academic enterprise. A successful candidate must have a thorough grounding in theory, research, and practice. An ability and commitment to mentor, develop and direct a diverse group of graduate students is also required.

Application Deadline

Applications received by October 11, 2021 will be fully considered, review of applications will continue until the position is filled. Applicants should submit a letter of application, a curriculum vita, and the names, addresses and phone numbers of three references through https://www.ugajobsearch.com/postings/205888.

Applicants should direct questions to Dr. Jooyoung Kim, King Professorship Search Committee Chair, at jvkim@uga.edu.

About the Department, College, and University

Learn more about the Department of Advertising and Public Relations, a top-ranked program, and the Grady College at <u>www.grady.uga.edu.</u> Georgia is well known for its quality of life, and for outdoor, urban, cultural and arts activities (www.exploregeorgia.org). Athens, the home of UGA, is consistently rated as one the nation's best college towns and is a vibrant, diverse place to live (www.visitathensga.com). The University of Georgia (<u>www.uga.edu</u>) is a land/sea grant institution located approximately 70 miles northeast of Atlanta, in close proximity to major media outlets, global agencies, national and international government and nonprofit organizations, Fortune 500 companies, and the world's busiest international airport.

UGA's College of Journalism and Mass Communication celebrated its 100th anniversary in 2015. The college is home to the Peabody Awards, the National Press Photographers Association (NPPA) and NPPA's Best of Photojournalism awards. In addition to its undergraduate programs, the college houses graduate programs offering M.A., M.F.A., and Ph.D. degrees. The college hosts student chapters of the Association for Women in Sports Media, the National Association of Black Journalists, NPPA, the Online News Association and the Society of Professional Journalists. Learn more about the Journalism department and the college at www.grady.uga.edu. For more information about the Sports Media Certificate program, based in the John Huland Carmical Sports Media Institute at UGA, go to sportsmediainstitute@uga.edu.

The University of Georgia is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment regardless of race, color, religion, sex, national origin, disability, gender identity, age, sexual orientation or protected veteran status. UGA offers many benefits, including those offered to qualified employees through the Family & Medical Leave Act.

Athens, the home of UGA, is a vibrant, diverse community that is consistently rated as one of the nation's best college towns. UGA is a Research I, land grant/sea institution located 70 miles northeast of Atlanta. More information about UGA is available at www.uga.edu.



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 <u>joonghwa.lee@und.edu</u>, 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 A