



AAA-and ANA Educational Foundation (AEF) Visiting *Future* Professor Program 2021

The ANA Educational Foundation (AEF) offers the Visiting Professor Program (VPP) to professors of various disciplines. The intention is to give professors – many of whom are members of the American Academy of Advertising - an inside view of marketing and advertising to help their research and teaching. To date, 800+ professors have participated in the VPP.

The AAA believes that our graduate students are the future of our field. That is why we are partnering with the AEF to create a special program to give an opportunity for **FUTURE PROFESSORS** to participate in the visiting program in the summer 2021.

Doctoral students who are members of the AAA may apply to participate in **the five-day Immersion program during the week of June 7-11**. While the AEF had hoped the program would be physical next year, Covid-19 has not cooperated, and they are looking to repeat the success of last summer's virtual program. Future professors will learn from industry senior executives from IBM, McCann Worldgroup and Ogilvy just to name a few, via five 90-minute virtual Immersion sessions starting at 2 p.m. EDT daily. Additionally, there will be five 45-minute interactive breakout sessions, moderated by professors, focusing specifically on classroom teaching challenges, how the industry can better connect with academia, and how we as a community can better advance your educational goals. Led by academic partners at Fordham University's Center for Positive Marketing, the breakout sessions will provide an opportunity to expand your own academic community. For maximum benefit, we urge all participants to attend all five Immersion sessions.

This immersion will provide an overview of what is happening in the field so that students can apply that knowledge to their current and future instruction and research. The program also provides opportunities for networking with other professors and with industry executives.

Due to the success of the VPP, coupled with professors' need for classroom content, the VPP/Future Professor Program will be available year-round! Professors who participate during summer Immersion sessions, will be invited back to attend sessions during that fall and the following spring semesters, for added exposure to the industry.

Application Procedures

Students should provide the following materials: (1) CV; and (2) statement (500 words maximum) explaining why you wish to participate in the program.

Applications will be evaluated and screened by the Executive Committee of the AAA and two students will be selected.

**To apply: email the required material to:
ATTN: Eric Haley (haley@utk.edu)**

***Please submit application materials by February 15, 2021.
Notifications will be made by April 2021.***

Contact Eric Haley, President, AAA, haley@utk.edu with questions.