



AAA Graduate Student Symposium Registration

September 20, 2024 | Virtual (Zoom)

Current and prospective Advertising graduate students: Registration is now open for the AAA Graduate Student Symposium! In this one-day online symposium, faculty and current doctoral students from top AAA member institutions will provide their insights and strategies for success. Current doctoral students will get a peek behind the curtain of the academic job market and tips on how to navigate the process. Prospective doctoral students will learn more about the doctoral admissions process and get perspectives from faculty. Both current and prospective doctoral students will hear from doctoral candidates at leading AAA schools.

The event is free for doctoral students to attend with an active AAA student membership, and free for all master's students regardless of membership status. If you are a doctoral student without a current AAA membership, please go to the [AAA membership page](#) to become an AAA student member before registering. Registration will close on September 13, 2024, at 11:59 p.m. CDT.

[Register Here](#)

Symposium Program Schedule

All times are CDT/UTC – 5

8:45-9:00 AM

Welcome & Overview

Dr. Kevin Wise, University of Illinois (Graduate Student Interest Committee Chair)

Dr. Sigal Segev, Florida International University (AAA President)

Dr. Regina Ahn, University of Miami (Membership Committee Chair)

9:00–10:30 AM

Panel 1: Navigating the Academic Job Market

Moderator: Dr. Hyehyun (Julia) Kim, University of Tampa

- Types of Jobs & Where to Find Them (Dr. Saleem Alhabash, Michigan State University)
- The Application Process – What to Expect (Dr. Steven Holiday, University of Alabama)
- The Interview Process – What to Expect (Dr. Joe Phua, Southern Methodist University)
- Negotiating Your Contract (Dr. Jisu Huh, University of Minnesota)

Panel 2: Understanding & Searching for Doctoral Programs

Moderator: Dr. Taylor Wen, University of South Carolina

- How Funding Works (Dr. Linwan Wu, University of South Carolina)
- Why do a Ph.D.? Doctoral vs. Master's Programs (Dr. Chang Dae Ham, University of Illinois)
- What to Look for in a Doctoral Program (Dr. Robyn Goodman, University of Florida)
- The Ph.D. Application Process – What to Expect (Dr. Deena Kemp, University of Texas-Austin)

10:45 AM–12:15 PM

Panel 3: Applying For Jobs

Moderator: Dr. Louvins Pierre, University of Illinois

- Crafting a Curriculum Vita (Dr. Kelly Chu, DePaul University)
- The Cover Letter (Dr. Carrie La Ferle, Southern Methodist University)

- The Research Statement (Dr. Erin Willis, University of Colorado-Boulder)
- The Teaching Statement (Dr. Matthew Pittman, The University of Tennessee)

Panel 4: Being a Successful Doctoral Student

Moderator: Dr. Erin Schauster, University of Colorado-Boulder

- How to Craft a Successful Application Package (Dr. Alvin Zhou, University of Minnesota)
- How Assistantships Work (Dr. Jef Richards, Michigan State University)
- Doctoral Coursework (Dr. Laura Bright, University of Texas – Austin)
- The Dissertation (Dr. Itai Himelboim, University of Georgia)

LUNCH BREAK

1:15–2:45 PM

Panel 5: Ask the Search Committee / Chairs

Moderator: Dr. Louvins Pierre, University of Illinois

- Insights from experienced search committee members:
 Dr. Beth Avery Foster, University of Tennessee
 Dr. Glenna Read, University of Georgia
 Dr. Benjamin Johnson, University of Florida
 Dr. Davina Clarke, Florida International University
 Dr. Sally Lim, University of Oregon

Panel 6: The On-Campus Interview

Moderator: Dr. Qimei Chen, University of Hawaii at Manoa

- The Research Presentation ("The Job Talk") (Dr. Minjie Li, University of Tennessee)
- The Teaching Demo/Presentation (Dr. Tony Deng, DePaul University)
- Individual and Committee Interviews (Dr. Pooja Iyer, University of Colorado – Boulder)
- Other Campus Visit Phenomena (Dr. Eunjin (Anna) Kim, University of Southern California)

3:00–4:15 PM

Panel 7: Doctoral Students on Being a Doctoral Student

Moderator: Yang "Josie" Zhou, University of Alabama

- Insights from current doctoral students:

Kirby Cook, University of Illinois
Justin Willett, University of Missouri-Columbia
Wenqing Zhao, University of Georgia
Bismark Owusu-Yeboah, University of Oregon

4:15–4:30 PM

Closing Comments / Wrap – Up

Dr. Kevin Wise, University of Illinois (Graduate Student Interest
Committee Chair)

###