

## A Comment from President Beltramini

Our Lexington conference provided us the first opportunity to attend our choice of one of two pre-conferences, and for some, our first Academy First Timer's Breakfast. We also heard firsthand about the generous research grant opportunity from the Promotional Products Association. And, we utilized our first Conference Evaluation questionnaire to solicit feedback from our largest-attended conference to date. I've heard from many of you with constructive recommendations, and (although it's always impossible to satisfy everyone), it's clear that satisfaction is a function of clearly communicated expectations.

As we continue to mature, our organization has suffered the loss of Wat Dunn, and more recently of Sandy Sandage. It was largely through the efforts of these educational pioneers that the Academy has succeeded through approximately 40 years of existence. And the memories of these and other Academy leaders will inspire the ongoing work of future generations of advertising educators.

Since Lexington, I've had the opportunity to meet in New York with representatives of the American Advertising Federation, Advertising Educational Foundation, Advertising Research Foundation, American Association of Advertising Agencies, Association of National Advertisers, and American Marketing Association. Each organization

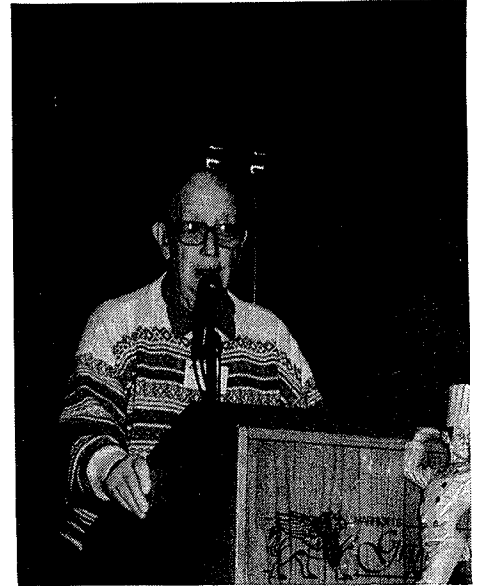
continues to provide Academy members with support in so many ways, and I hope to enhance our dialog with our practitioner counterparts. If you haven't visited their websites or spoken with each of them recently, I strongly encourage you to do so, for they offer numerous classroom materials, contacts with speakers, and research, scholarship and internship opportunities.

On behalf of the rest of our Executive Committee, thanks again for your ongoing support and cooperation, and feel free to contact any of us with ideas on how to continue enhancing Academy member benefits.

## From President-elect Carole Macklin...

It is my pleasure to announce that Bob King will continue to serve the Academy as Executive Secretary. As all Academy members know, Bob's service is simply invaluable. Some of you who attended our Lexington conference may have heard Bob's announcement that he was thinking of retiring. Well.....we wouldn't hear of it! Indeed, the entire Executive Committee, a large number of AAA members, and Bob's wife Helene, all encouraged Bob to continue his work on behalf of the Academy.

Bob's scope of service is hard to believe. Not only does he track our membership, but he also manages the Academy's finances by collecting dues and issuing checks for expenses; prepares financial reports for the Treasurer and AAA accountant; plans and manages the details for our annual



*Gordon White pays tribute to AAA Past President Wat Dunn who passed away last year. For more on the conference, see page 5.*

conferences; performs all central office duties such as handling all mailings to members - it's simply exhausting to think of it all. Of course, we members are especially grateful to Bob for his negotiating abilities. He deserves the credit for driving a hard bargain with hotels that allows us to have the best conferences at the cheapest prices possible!

Please join me in thanking Bob King and congratulating him on a being a top Executive Secretary.

### INSIDE

<b>1999 AAA Conference</b>	<b>p. 2</b>
<b>JA News</b>	<b>p. 3</b>
<b>Call for Proposals</b>	<b>p. 4</b>
<b>Conference Highlights</b>	<b>p. 5</b>
<b>Call for Nominations</b>	<b>p. 6</b>

## American Academy of Advertising: 1999 Annual Conference Call for Conference Papers and Proposals for Special Topics Sessions, Hyatt Regency Albuquerque, New Mexico, March 26-29, 1999

### *Papers*

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 1999 AAA Conference and for publication in the Proceedings. All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the Journal of Advertising. Authors of accepted papers are obligated to publish either the entire paper or a one page abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere, however. A submission must include a statement specifying that at least one author of the paper agrees to register for the conference in order to present the paper.

### *Special Topic Sessions*

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would/do not fit comfortably into the competitive paper format. Also permissible are topics that might appear in competitive papers. 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), 3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and 4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals offering the requested information in the greatest detail. Special topics chairs are responsible for generating a one page summary after the session for inclusion in the Proceedings as a non-refereed publication. Submissions must include a statement specifying that all presenters agree to register for the conference.

### *Requirements for Submissions of Competitive Papers and Special Topics Proposals*

All submissions must be physically received no later than Monday, October 5, 1998, by either Professor Roberts (competitive papers) or Professor Muehling (special topics proposals).

1) Submit four copies of each paper or special topics proposal. For acknowledgment of safe arrival, please include a self-addressed, stamped postcard or envelope that will be returned upon receipt. 2) Include a 3" X 5" index card with the title of your paper or special topics proposal, the names and addresses of author(s) or

special topics chair and presenters, and the phone number, fax, and/or email address of a single contact person. 3) Include a statement specifying all paper and special topics presenters agree to register for the conference and participate as specified. 4) Specify a keyword to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.). Please direct your papers or proposals to the appropriate address.

Competitive Papers: Professor Marilyn Roberts, Dept. of Advertising, University of Florida, 2079 Weimer Hall, Gainesville, FL 32611-8400, (352) 392-0432, mroberts@jou.ufl.edu.

Special Topics Proposals: Professor Darrel D. Muehling, Dept. of Marketing, Washington State University, Pullman, WA 99164-4730, (509)335-7302, darrel@wsu.edu.

### *Pre-Conference Proposals for 2000 Conference*

The Academy Program Committee also encourages those interested in developing proposals for a pre-conference (all day) program for the 2000 conference to submit no later than March 2, 1999, for review by the Executive Committee meeting during the 1999 conference. Proposals must specify rationale, timing and progression among topics, and a statement that all presenters agree to register for the pre-conference and conference. The pre-conference chair may submit up to a two page summary of the presentations to be published in the Proceedings on

*continued on page 3*

## Academy Assists Colorado State University

Last July 28 a ten-foot wall of water swept through the Colorado State University campus, causing extensive damage to several buildings including the newly renovated and expanded Morgan Library. Nearly a half-million books and bound journals valued at \$22.5 million were submerged when a wall in the garden-level basement burst and water poured in ceiling high. Donation of books and journals is crucial to the Library's plan to rebuild its collection.

Issues of the Journal of Advertising were among the damaged items. The Academy is pleased to donate new replacement copies to the Morgan Library, along with a set of AAA Conference Proceedings. We wish our colleagues at Colorado State every success in rebuilding their Library collection, and we are pleased to be a part of that process.

## Academy's Executive Secretary's Office Is Moving --- Sort Of!!

The Business School Building at the University of Richmond is undergoing massive renovation over the coming year, displacing and scattering all of its faculty and student "residents." This means that Bob King will be operating from a "new base" from mid-May 1998 through an undetermined date (projected to be in March) in 1999.

And as is true of a number of UR Business faculty, that "new base" will be his home (and is Helene ever happy about that!!). Bob's communications

with Academy members will be (hopefully) only minimally affected. His mailing address, FAX number and e-mail address will remain unchanged. However, should you call his "regular" office telephone number, you will receive a recorded message telling you to call his home number (804-378-7851) or inviting you to leave your recorded message. Logistically, the coming ten months will be trying, but "doable." Bob asks for your patience and understanding during this latest AAA "innovation."

## People News

Mike Hyman has been named the Sunwest Financial Services Professor of Marketing at New Mexico State University.

## Journal of Advertising News

### Best Article of 1997

The Publications Committee has announced that the winner of the 1997 Journal of Advertising (vol. 26) Best Article Award is Amna Kirmani, "Advertising Repetition as a Signal of Quality: If It's Advertised So Much, Something Must be Wrong."

### Ron Faber Named Editor

The Publications Committee of the American Academy of Advertising announces that Ronald J. Faber (University of Minnesota) has been named Editor, Journal of Advertising to serve four years beginning January 1, 1999. Dr. Faber is an accomplished scholar in advertising research and has a distinguished record of publication in top advertising, communication and consumer behavior journals. The Publications Committee wishes him much good luck in his term of office and trusts that the Journal will flourish under his leadership.

### 1999 Conference *continued from page 2*

pages designated by the NR (non-refereed) prefix. Pre-conference proposals should be directed to Professor Macklin.

Other 1998 Conference Questions and/or 2000 Pre-Conference Proposals: Professor M. Carole Macklin, Mail Location #145, University of Cincinnati, Cincinnati, OH 45221-0145, (513) 556-7104, carole.macklin@uc.edu.

### Charles "Sandy" Sandage,

### Long Time AAA Member, Passes Away

Charles "Sandy" Sandage, long time member of AAA passed away April 23, 1998. He was 95.

Sandy was instrumental in developing the Department of Advertising at the University of Illinois. He has also been affiliated with Miami University, Harvard and the University of California.

Sandy received the 1965 Advertising Gold Medal Award sponsored by Printer's Ink and in 1984, he was named to the American Advertising Federation's Hall of Fame. The AAA Sandy Award is named for him.

Sandy and his contributions to the field of advertising will be missed greatly.

### AAA Call for Proposals, 1999 Research Fellowship Competition

The American Academy of Advertising Research Fellowship Competition exists to promote the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, and joint research with doctoral students is likewise specifically excluded, unless that research will not be part of the student's dissertation. Members of the Academy at the time of submission of the proposal are eligible for these awards.

Each award, typically, is in the range of \$1,000 to \$3,000. Awards will be based on a competitive review of research proposals. Any topic in advertising may be addressed. Winners must comply with the following requirements:

1) Winners of the awards must be members of the American Academy of Advertising. 2) Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the completed paper is submitted to the Journal of Advertising. 3) Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 1998 Fellowship winner has until April 1, 2001 to complete the project in order to receive the second half of the award. 4) Winners must submit annual progress reports to the Chair of the AAA Research Committee.

Progress reports should be a minimum of 2-3 double-spaced typewritten pages explaining the progress that has been made on the research project. Progress reports must be submitted by February 15 of each year until the project is complete or the Fellowship expires, whichever comes first. 5) Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc. Please attain as much publicity as possible.

Proposals will be double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. Six copies of the

proposal should be submitted. Each proposal should be as detailed as possible and include the following: 1) A cover page, including the proposal's title, and the researcher's name, affiliation, and address. This page will be torn off before the proposal is sent out for review. 2) The body of the proposal, which should motivate the topic, and explain in detail the method to be used. The body of the proposal should be no more than 10 pages, excluding figures.

Typically the body of the proposal would include: a) a statement of the substantive contribution of the proposed research, and b) a discussion of the research design and method in sufficient detail for

*continued on page 7*

### Newsletter Information

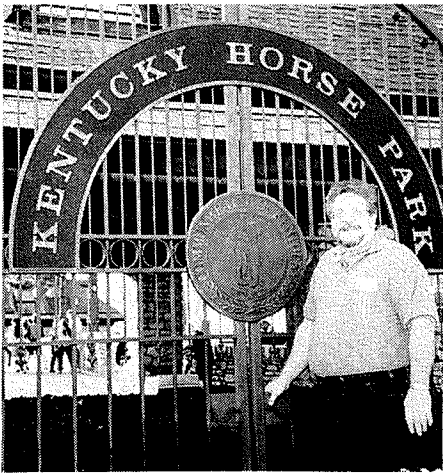
Your news \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your name \_\_\_\_\_ Phone or E-mail \_\_\_\_\_

Send newsletter items to:  
Dr. Marla Royne Stafford, Editor  
P.O. Box 311396  
Department of Marketing  
College of Business Administration  
University of North Texas  
Denton, TX 76203  
Fax: 940-565-3837  
Phone: 940-565-4419  
E-mail: [stafford@cobaf.unt.edu](mailto:stafford@cobaf.unt.edu)  
**For longer items, please use e-mail or send an IBM-formatted disk.**

<u>Deadlines</u>	
<u>Issue</u>	<u>Deadline</u>
September 1998	August 5, 1998
December 1998	November 5, 1998
March 1999	February 5, 1999
June 1999	May 5, 1999

## 1998 Conference Highlights



AAA President Dick Beltramini welcomes AAA members to the Kentucky Horse Park.

### Conference Award Winners

The AAA Research Committee presented the Outstanding Contribution to Research Award to Dave Stewart of the University of Southern California. In addition, the 1998 Research Fellowship winners were announced: Spencer Tinkham and Ruth Ann Weaver Laricy (both of the University of Georgia), "Political Advertising and the Elderly: Comprehension, Recall and Persuasive Impact," \$2500; Michael Jay Polonsky, University of Newcastle; Les Carlson, Clemson University; Andy Prothero, University of Stirling and Dimitrios Kapelianis, University of the Witwatersand, "A Cross-Cultural Examination of the Environmental Information on Packaging and Its Accuracy," \$2000; Peggy Kreshel, University of Georgia, and Ann Maxwell, University of Oregon, "Too Long Silent: Jo Foxworth and Shirley Polykoff Speak About Their Lives in Advertising," \$1800.

In addition, Les Carlson announced three outstanding JA reviewers: Chris Allen, University of Cincinnati; Ron Faber, University of Minnesota; and Dena Cox, Indiana University.



AAA members mingle during an evening reception.

(Photography by Tom Stafford and Dennis Sandler.)

### A Note from the Executive Secretary

By most measures, AAA's 1998 annual conference in Lexington was a great success: a full program of fine competitive papers and special topics sessions; innovations including two pre-conference programs and a First-Timers' Breakfast which extended a special welcome to our new colleagues; a record attendance and a record student attendance; the highest ever level of sponsorship of advertising, exhibits and coffee breaks; a very fine hotel; and continuing modest registration fees and room rates.

But there was one disappointing aspect, and I would like to share my feelings about it with you. Our Sunday evening event at the beautiful Kentucky Horse Park was meant to provide us with a break from the intensity of the conference and an opportunity to experience the special quality of the Bluegrass Country. Unfortunately, the park's management mishandled our written request for a "cash bar," making alcoholic refreshments unavailable on the warmest evening of an otherwise cold spring season. Some people expressed their disappointment and returned to the hotel, missing what

appeared to be a "fun" evening for those who remained, and destroying any sense of accomplishment on my part as the event planner.

Over the years, our Sunday evening conference events have served usefully to provide both relaxation and an opportunity to experience the flavor of the local area. For example, remember Colonial Williamsburg (Norfolk 1995), El Mercado Mexican market (San Antonio 1992) and the Lake Tahoe dinner-cruise (Reno 1991)? One could argue: without such exposure to the attractions where we meet, why not just meet regularly at an O'Hare Airport hotel for reasons of convenience?

But my main point is that the presence or absence of alcohol should not be the determinant of success of our conferences' social events. Some Academy members reject the use of alcohol for a variety of reasons, yet they support these events. For that I am sincerely appreciative. And I hope that members who prefer to have alcohol present will also support the events, even if alcohol should unexpectedly not be available.

*Bob King*

Call for Nominations: Outstanding Contribution to Research on Advertising

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to

honor an individual who has made a substantial contribution to the discipline of advertising through a

systematic and sustained program of published research. The award carries a one thousand dollar prize. This award will be given only for an exemplary contribution to research on advertising and is not necessarily awarded every year. To be eligible, a nominee must have: 1) Received the doctorate more than 20 years ago. 2) Been promoted to rank of Professor (not Assistant or Associate Professor) prior to nomination. 3) Been an active member of AAA for at least 3 years prior to nomination. Nominations should include the following: 1) A letter of nomination, giving an overview of the nominee's research contributions. 2) At least two supporting letters from leading scholars. 3) The nominee's curriculum vitae. 4) Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Call for Papers: Association for Consumer Research 1999

European Conference, June 24-26, 1999, Jouy-en-Josas, France

ACR announces a call for papers for its 1999 Bi-Annual European Summer Conference.

any), and a statement that each speaker has agreed to serve if the proposal is accepted. The third page should include the title of the session followed by a 75-100 word abstract (for publication in the conference program). The entire proposal should be no more than ten single-spaced pages in length.

All submissions must have a cover sheet that includes the following information: 1) Contact person's name, title, institutional affiliation, mailing address, e-mail address (very important), phone number, and FAX number; 2) Title of Paper or Special Topic Session; 3) Authors' names, titles, and institutional affiliation; 4) Content and Methodological Codes. Each submission should be given two to four content codes and two to four methodological codes.

All submissions (send six copies) must be accompanied by a self-addressed post-card containing the title of the paper or proposal and the names of the authors or participants and a self-addressed, legal-sized envelope.

For Competitive Papers: The second page should the title of the paper followed by a 75-100 word abstract. The third page should restate the title and begin the body of the paper. Papers should not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and references (but excluding the cover sheet, title page, and abstract) and must follow the current style of the Journal of Consumer Research except that tables, figures, and footnotes are to be included within the text rather than appended at the end of the paper.

Deadline: The deadline for all submissions is Nov. 20, 1998. Send competitive papers to Tina M. Lowrey, Rider University, Dept. of Mkt., 2083 Lawrenceville Rd., Lawrenceville, NJ 08648; 609-895-5468 (voice), 609-896-5304 (fax); lowrey@genius.rider.edu or Marc Vanheule, Groupe HEC, Mktg. Dept., 78351 Jouy-en-Josas, Cedex. France, 33-1-39-67-94-22 (voice), 33-1-39-67-70-87 (FAX), vanheule@hec.fr. Send special session proposals to L. J. Shrum, Rutgers University, Mktg Department, 220 Janice H. Levin Bldg., 94 Rockafeller Rd., Piscataway, NJ 08854-8054, shrum@everest.rutgers.edu, (732) 445-3816 (voice), (732) 445-3236 (FAX) or Bernard Dubois, Groupe HEC, Marketing Department, 8351 Jouy-en-Josas, Cedex. France, dubois@hec.fr, 33-1-39-67-73-12 (voice), 33-1-39-67-70-87 (FAX)

Six copies of the above materials must reach the Research Committee Chair by November 1, 1998. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference. The awards will be announced at the 1998 AAA Conference and communicated to the membership through the AAA Newsletter.

Send materials to: Dr. Charles R. Taylor, Dept. of Mktg., College of Commerce & Finance, Villanova University, Villanova, PA 19085-1678, Phone: (610) 519-4386, Fax: (610) 519-5364, e-mail: ctaylor@cf\_faculty.vill.edu



## **Call for Papers: Winter Society for Consumer Psychology Conference, February 18-20, 1999**

The SCP will be holding its sixth Annual Winter Academic Conference in St. Petersburg immediately before the AMA Winter Educators' Conference. Competitive paper submissions should include a summary that is 1500-2500 words. Special topic session proposals should include the rationale for the session, a list of participants, and an abstract of each participant's contribution. Ph.D. student poster session proposals should include a 1500-2500 word summary of a paper on which a Ph.D. student is the first author.

E-mail submissions are preferred. Send your submission as a file attachment. Alternatively, 5 copies of the summary/proposal should be sent (along with a self-addressed, stamped post card if you desire acknowledgement of receipt of your submission). Submissions should be received by Friday, August 14, 1998.

Send competitive papers to Larry D. Compeau, Associate Professor of Marketing, School of Business, Clarkson University, Potsdam, NY 13699, Office: 315-268-6605; Fax: 315-268-3810, e-mail: [compeau@icarus.som.clarkson.edu](mailto:compeau@icarus.som.clarkson.edu), or Manoj Hastak, Associate Professor of Marketing, Coll. of Bus. Admin, American University, Washington, DC, 20016-8044, Office: 202-885-1973; Fax: 202-885-2691, e-mail: [mhastak@american.edu](mailto:mhastak@american.edu). Send Special Topic Session proposals and Ph.D. Student Poster Session proposals to: Madhu Viswanathan, Assistant Professor, Dept. of Business Administration, University of Illinois, 313 Commerce

West Bldg., 1206 South Sixth Street, Champaign, IL 61820, Ph. (217)

333-4550; Fax: (217) 244-7969, email: [mviswana@uiuc.edu](mailto:mviswana@uiuc.edu)

## **Call for Research Proposals** continued from page 4

reviewers to evaluate the appropriateness of the method and the validity of the research design.

Factors which are likely to be addressed include: a) definition of the population (subjects, media, commercials) and sample design or, in the case of a literature review or critical analysis, the basis for and significance of the selected work(s); b) Nature of the data (questionnaire responses, content of advertising, observations of behavior) and the data collection procedure (survey method, content analysis method); and c) nature of analysis (how the data will be used for purposes of drawing conclusions). Methods may involve statistical analysis, narrative interpretation, meta-analysis, among others. 3) A timetable for completion of the research. Preference will be given to projects that can be completed within two years. If a longer time period is required than originally anticipated, a progress report should be submitted to the chairperson of the Research Committee on an annual basis. 4) A proposed budget, which should be both realistic and adequately detailed. 5) Curriculum vitae of the researcher(s).

Researchers who previously have received an AAA Fellowship are eligible for the award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects.

A two-stage selection process will be used to select Fellows. Members of a screening committee will evaluate

proposals and provide written reviews. Proposals identified in the screening phase as being of particularly high merit will then be evaluated by a selection committee. The selection committee will make the final determination of which proposals to fund and the size of individual awards.

Any topic that is appropriate for potential publication in Journal of Advertising is eligible for the competition. In this year's competition, one additional fellowship is being made available by the Promotional Products Association International. Topics dealing with issues related to promotional products will be eligible for consideration for the fellowship sponsored by the PPA. For a list of key topic areas provided by the PPA, please contact the Research Committee Chair at the address listed below.

Proposals must reach the Chair of the Research Committee by November 1, 1998. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified prior to the AAA Conference. The awards will be announced at the 1999 AAA Conference and communicated to the membership through the AAA Newsletter. Send materials to: Dr. Charles R. Taylor, Dept. of Mktg., College of Commerce & Finance, Villanova University, Villanova, PA 19085-1678, Phone: (610) 519-4386, Fax: (610) 519-5364, email: [ctaylor@cf\\_faculty.vill.edu](mailto:ctaylor@cf_faculty.vill.edu)



# 1998 American Academy of Advertising Officers

**President**

*Richard F. Beltramini  
Wayne State University*

**President-Elect**

*Carole Macklin  
University of Cincinnati*

**Vice President**

*Darrel Muehling  
Washington State University*

**Secretary**

*Mary A. Shaver  
University of North Carolina*

**Treasurer**

*Russell N. Laczniaik  
Iowa State University*

**Past President**

*Mary Ann Stutts  
Southwest Texas State University*

**Executive Secretary**

*Robert L. King  
University of Richmond*

**Editor, Journal of Advertising**

*Les Carlson  
Clemson University*

**Editor, AAA Newsletter**

*Marla Royne Stafford  
University of North Texas*

**Webmaster**

*Jef Richards  
University of Texas-Austin*

**Chair, Awards Committee**

*Anthony F. McGann  
University of Wyoming*

**Chair, Finance Committee**

*Joe Pisani  
University of Florida*

**Chair, Mission Committee**

*Becky Holman  
Falls Church, VA*

**Chair, Membership Committee**

*Jim Leigh  
Texas A&M University*

**Chair, Industry Relations Committee**

*Chris Wright-Isak  
Young and Rubicam*

**Chair, Intl. Education Committee**

*Kak Yoon  
Washington State University*

**Chair, Nominating/Fellows Committee**

*Mary Ann Stutts  
Southwest Texas State University*

**Chair, Publications Committee**

*Wei-Na Lee  
University of Texas-Austin*

**Chair, Research Committee**

*Charles Taylor  
Villanova University*

**Chair, Program Committee**

*Richard F. Beltramini  
Wayne State University*

**Accreditation Representatives**

*Elsie Hebert, Baton Rouge, LA  
Don Schultz, Northwestern University*



**University of North Texas**  
**Department of Marketing**  
**College of Business Administration**  
**P.O. Box 311396**  
**Denton, Texas 76203**