



In This Issue:

Think Global, Act Local	1
2013 AAA Conference	3
President's Column	4
AAA Notes	5
AEF News	6
Announcements	9

Think Global, Act Local Integrating Global Learning into the Curriculum

Padmini Patwardhan Ph.D.

Winthrop University Thompson Scholar, 2011-12

Professor, Department of Mass Communication, Winthrop University

The International Advertising Education Committee promotes the interests of AAA members by identifying opportunities to internationalize learning through sharing ideas. This article outlines a global learning planning process that may be useful for advertising/communication programs where such discussions are taking place.

Executive Committee:

President

Debbie Treise
University of Florida
president@aaasite.org

President-Elect

Kim Sheehan
University of Oregon
president_elect@aaasite.org

Vice President

Margie Morrison
University of Tennessee
vice_president@aaasite.org

Secretary

W. Glenn Griffin
University of Alabama
secretary@aaasite.org

Treasurer

Nancy Mitchell
University of Nebraska-Lincoln
treasurer@aaasite.org

Past-President

Herberst Jack Roffeld
Auburn University
past_president@aaasite.org

Executive Director

Patricia B. Rose
Florida International University
director@aaasite.org

Visit the AAA Web Site at:

<http://www.aaasite.org>

Globalizing curriculum is a hot topic within colleges and universities across the world. A curriculum with global learning goals benefits both students and faculty. For students, it provides a broader world view during college years, improves cross cultural understanding and skills, and prepares them for globally connected careers and life as citizens of the world. For faculty, it adds multi-dimensionality to teaching & research and generates opportunities to network with teachers and professionals from around the world.

While many undergraduate advertising, communication, and marketing programs offer courses with global/cross-cultural emphasis (e.g. international advertising, international communication, global marketing), global learning integration needs to be both progressive and transformative. Successful infusion requires considerable planning. It must also respond to a variety of challenges. These include curriculum development issues, development of systems and processes, as well as dealing with time and resource constraints. Its focus should be on ensuring that every undergraduate is exposed to some structured, first-hand intercultural and international experiences in the major



Dr. Padmini Patwardhan

with intentional, facilitated reflection and critical thinking components.

As Winthrop University's 2011 Thompson Scholar, I spent the year developing such a plan for IMC and mass communication majors. The project extends a current Winthrop SACS initiative (in which I was actively involved) targeting global experiences for freshman-sophomore general education. The approach I followed to expand the initiative to the major may be of interest to AAA members.

Continued on next page...

Featured Teaching

1. Create program-centered definition of global learning

Here's where the conversation begins. With so many available definitions (and loose usage of terms like global/international/intercultural), how do we interpret global learning in our discipline? Is it well defined, adequately understood, or widely practiced? Consulting a variety of external and internal sources is important. Examining global learning literature and talking to professionals and colleagues at other institutions is useful. Engaging department faculty and students in the discussion is valuable. The aim is to find common ground to generate a discipline -specific application acceptable to all. This ground-up approach generated a definition relevant to our program, emphasizing global understanding and skills within the IMC and mass communication contexts.

2. Evaluate global resources and estimate interest

Taking stock of where you are in the process is the next step. Four areas were targeted for comprehensive review – infrastructure, faculty, students, and curriculum. Relevant university and department administrative sources were contacted for information. Colleagues were interviewed and the entire student population in the majors surveyed. A rich compilation of data pooling all information in one place now became available as a resource. This included study abroad data, international student enrollment patterns, availability of support structures (technology, staff, materials), global components currently in curriculum, details of faculty global teaching & research activities, and better understanding of students' intercultural competency. Survey results were particularly telling. While our students had overwhelmingly positive attitudes toward adopting a global world view, their knowledge and intentional exposure to other cultures lagged behind. Similarly, while faculty expressed commitment to global learning, they were greatly concerned about demands on time and resources. Within all these revealing constraints, the surveys also successfully generated a pool of ideas that were important to both groups (faculty and students). These helped shape the actions finally selected for implementation.

3. Build global planning model with a local focus

An ambitious big picture global planning model was created using all stakeholder inputs. All available actions were included to address curricular, co-curricular, and support needs. Choices for this plan period were driven by three considerations: level of interest, access to resources,

and relevance to plan goals. As a result five implementation strategies were selected i) embedding global units in courses ii) facilitating study abroad iii) adding short term experiential opportunities iv) improving department based global advising and v) creating requisite support systems. The overall planning model also allows us to visualize further plan extensions in future.

4. Adopt actions that strengthen success

The next step was populating each selected strategy with relevant actions. For example, with reference to curriculum, a Global Experience Ladder was developed to progressively embed global elements at each curriculum level. We are now in the process of designing units that increase in intensity as students move up the ladder (e.g. exposure - critical thinking - intercultural competency). Similarly, to facilitate study abroad, we are creating a clear graduation path in a four-year degree plan with a study abroad option. To boost participation, we are putting in place other helpful actions including i) improving systems and materials to simplify the process (e.g. generating list of selected institutions abroad with course equivalencies) ii) appointing and training a global advisor in the department iii) revitalizing ties with partners abroad iv) promoting study abroad events early in the major and v) creating a department system to document feedback and maintain data on students' international experiences.

5. Set time frame and assessment goals

Global learning infusion is now part of both our long-term and short-term goals. Progress reviews will be important to evaluate and adjust the plan. A five-year implementation cycle has been adopted with a range of built-in assessment options. We have already added a global learning Student Learning Outcome to assessment planning. Timely progress of strategies will be periodically evaluated through measures looking at learning outcomes, students' intercultural competency, study abroad and short term course participation, progress in embedding curriculum units and developing required support structures.

In *Globalizing Knowledge: Connecting International and Intercultural Studies*, Cornwell and Stoddard challenge universities to respond to the need to prepare 21st century graduates to move freely between the local and the global in a world that is increasingly multicultural, international, and interdependent. The global learning initiative in the Department of Mass Communication at Winthrop University is a response to that call.

Have Items for the Newsletter?

Send them to the Editor, Anca Micu, at: newsletter@aaasite.org

2013 AAA Pre-Conferences in New Mexico:

International Advertising “Speed Dating”!

*by Shu-Chuan (Kelly) Chu, DePaul University, Chair, AAA IAEC
Joonghwa Lee, Middle Tennessee State University*

Do you want to have a better understanding of international advertising research? Do you need ideas of how to incorporate international advertising education into your curriculum? Are you looking for international advertising resources? As global ad spending continues to grow, a deeper understanding of international advertising is needed. Here is a pre-conference you can't miss! The International Advertising Education Committee (IAEC) at AAA presents a good opportunity to meet leading scholars of international advertising and learn both topics in a half-day “speed dating.”

Along with the innovation of media technology, the demands of internationalization in advertising industry and academia have been increasing. Students want to have more understanding of international advertising and know how to apply their knowledge in the world market. However, many questions need further discussion: how do we understand advertising industry in different countries?; how do we develop research ideas to contribute to international advertising?; how do we teach our students to be good professionals with international mindset in the field of advertising?

The 2013 AAA Pre-Conference on International Advertising “Speed Dating” will provide fundamental tips and guidelines to answer these questions. The pre-conference invites top scholars in international advertising and marketing to discuss current advertising industry and academia in different countries. Topics will cover international advertising in West Africa, Middle East, China, India, Korea, Brazil, Australia, and Italy. Panelists will address issues such as the unique aspects about advertising in a region, recent trends in advertising, development of digital advertising, and specific legal and ethical challenges. Additionally, we will discuss how to effectively structure and teach international advertising courses with experienced faculty. Please come join us!

Questions can be directed to Pre-Conference Co-Chairs:

Shu-Chuan (Kelly) Chu, DePaul University (schu7@depaul.edu)

Joonghwa Lee, Middle Tennessee State University (Joonghwa.Lee@mtsu.edu)



Learning the Ropes - Junior Faculty and Doctoral Student Consortium

Pre-conference chairs: Padmini Patwardhan & Margie Morrison

Mark your calendar for this one-day AAA pre-conference at Albuquerque! It provides junior advertising faculty and doctoral students an opportunity to connect with senior scholars/educators from the AAA membership to discuss successful negotiation of the early career years. Experienced educators will share insights and expertise on various career related topics like developing research agendas, getting published, writing reviews, job search and career planning, and using research strategies in effective teaching. Based on research and/or teaching interests, participants will also be paired with mentors for further networking through the conference and beyond.

Definitely, An Interesting Year

by Debbie Treise

As we just celebrated a time of thanks, it strikes me that this year “thanks” has a much broader meaning. I am honored and grateful to have served as the president of AAA this past year. I had the privilege of serving, working with and learning from a great number of wonderful people. So first, thanks to the members, both veterans and new members, who continue to give so much to this esteemed organization. Thank you to all the committee chairs for your hard work. Thank you to the editors and reviewers of our various publications, as you represent our scholarship to a broader audience. And thank you to the AAA’s Executive Committee who are the most dedicated and hard-working group of individuals with whom I have had the pleasure to work.

We’ve had a productive and amazing year, so let me briefly update you on a bit of what’s been happening...

- One of our goals was to maintain membership during this time of rapid change – mission accomplished.
- Another was to ensure the annual conference was useful to attendees on a number of levels, stimulating and fun – again, mission accomplished. In fact, the Myrtle Beach conference was our most successful ever, as measured by attendance and both formal and informal feedback
- We acquired JCIRA and we resumed publication of the journal in May of this year. Eric Haley, newly minted editor, will clear the backlog of accepted articles by the first issue of 2014.

Some of what’s coming up...

- The annual conference in Albuquerque, New Mexico, April 4-7, 2013. This is a beautiful venue with hiking, biking and golfing opportunities and cultural activities galore.
- AAA Global/International Conference being held at the University of Hawaii in conjunction with the



Shindler College of Business, in Honolulu, Oahu, May 31-June 2, 2013. The theme of this conference is “Going digital? Opportunities and challenges of new media and non-traditional marketing communications in a globally connected world.”

- Three inaugural papers were chosen for the SMU/Ad Age White Paper competition. There was one first-place paper and two runners-up. The winners and their awards will be announced at the 2013 annual conference in Albuquerque.
- Carrie La Ferle is spearheading a newsletter initiative between AAA and the International Advertising Association (IAA). The aim of the newsletter is to highlight industry-relevant published research of AAA members. This will facilitate global exposure to industry professionals about the research undertaken by AAA members. SMU/TAI will organize and solicit research blurbs from members for the first year, and then the International Advertising Education Committee of AAA’s will take over in subsequent years.

Finally, I am pleased to turn over the reins to an innovative and energetic new president, Kim Sheehan, in 2013. She has many wonderful ideas and plans for the Academy. All the best, Kim!



Dr. Karen M. Lancendorfer, Associate Professor of Marketing & Advertising at Western Michigan University is the 2012 recipient of the Faculty Service Award from the Haworth College of Business. Additionally, she has received funding from a FRACAA grant to collect presidential campaign data this fall. Dr. Lancendorfer's research will focus on how voters respond to negative political advertising messages during the U.S. presidential election.



Joonghwa Lee joined the faculty of the School of Journalism at Middle Tennessee State University as an assistant professor in Fall 2012. He earned his PhD from University of Missouri and MA from Michigan State University. **AAA**

Dr. Mary Alice Shaver

April 9, 1938 - October 17, 2012

2002 President of the American Academy of Advertising

2005 President of the Association for Education in Journalism and Mass Communication

Dr. Mary Alice Shaver, an educator and scholar in advertising and mass communication, died Wednesday, Oct. 17, at her home in Fearington Village, North Carolina after a brief illness. She was 74.

She spent many years on the faculty at the University of North Carolina in Chapel Hill, served as director of the Advertising Department and Michigan State University, chair of the Nicholson School of Communication at the University of Central Florida and was most recently the Hamrin Professor of Media Management in the Media Management and Transformation Centre of the Jonkoping International Business School in Jonkoping, Sweden.



She served as president of the Association for Education in Journalism and Mass Communication and as president of the American Academy of Advertising. Dr. Shaver earned her Bachelor's degree in 1959 from St. Mary-of-the-Woods College in Indiana, her Master of Science in 1973 from the University of Illinois and her Ph.D. in 1984 from Indiana University.

Mary Alice Lerch was born on April 9, 1938 in Chicago to Alice Sheehan Lerch and Charles Henry Lerch. Mary Alice, an only child, grew up in Evanston, Ill. She is survived by her husband, Dr.

Daniel L. Shaver; her children, Jeanne Sentman Griswold (Clay) of Orlando, Fla; Dr. Charles L. Sentman (Mia), of Lebanon, N.H; and Erica Shaver of Charlotte, N.C., and four granddaughters: Allison Griswold and Sarah, Julie and Kaisa Sentman.

Published in The News & Observer on October 22, 2012.

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Spring 2013!

Industry executives donate their time and talent to visit campuses nationwide to speak in the classroom and informal settings with faculty and students. Our programs are customized and speakers are carefully chosen to meet your class objectives.

There is no need to commit to dates or a topic – just fill out as much of the form as you can and the AEF staff will follow up with you. You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

www.aef.com

The site, updated regularly, provides materials and information on advertising not found elsewhere. It serves as an online resource for advertising in society, history, culture and the economy.

The site offers extensive creative exhibits about current and historical advertising such as an Advertising Council Retrospective, The Partnership at Drugfree.org, Clio Awards, OBIE Awards, Radio-Mercury Awards, and the ANA Multicultural Excellence Awards.

Other highlights include the recently launched Inside Advertising Forum videos and AEF Symposia original presentations streamed in their entirety, as well as a vast collection of advertising-related book excerpts, case histories, and speaker presentations. The 2012 Symposium focused on “crowdsourcing.”

Advertising & Society Review

The AEF publishes Advertising & Society Review (A&SR), a comprehensive, peer-reviewed academic online journal distributed by The Johns Hopkins University Press Project MUSE.

This publication, directed to professors and students in liberal arts colleges, universities and professional schools worldwide, offers articles, essays, and other scholarship about advertising in society, culture, history and the economy. The content is edited by Linda Scott,

Oxford University, Said Business School. Contributions are submitted by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the socio-economic role of advertising.

A&SR is available through your university e-journal collections and your campus library. Additionally, the most current issue of A&SR will always be available as open access.

ADText

The AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. ADText consists of 27 units and is published as a supplement to its online journal, A&SR. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. ADText provides a broad cultural perspective on advertising as a social force and creative form with streamed commercial examples, explanations, and links.

ADText is available via open access at www.adtextonline.org. Newest units added include:

- Mad Men: Gender, Race, Ethnicity, Sexuality, and Class
- Sex in Advertising
- Hollywood Looks at Advertising
- Niche Advertising: Gay Consumers
- Super Bowl Commercials: America's Annual Festival of Advertising

Spanish and Chinese (Mandarin) interpretations are now available!

The AEF welcomes your comments and questions. Please contact Paula Alex, CEO, at pa@aef.com or Marcia Soling, Content Manager, at ms@aef.com (212) 986-8060 www.aef.com

Advertising Educational Foundation (AEF)

The Alfred J. Seaman Award for Best Undergraduate Essay on Advertising and Society

In 2011, the AEF created an annual award to recognize students who demonstrate their understanding of advertising and its role in society through a written paper. The 2013 award will be presented at the AEF's annual Honors Night dinner on June 11, 2013.

Submission Guidelines:

- Papers should address advertising and its role in society, culture, history, and/or the economy
- Papers must be written within the last 12 months
- Papers should be no more than 15-20 pages; a student may opt to submit a section from a longer paper
- This award is open to undergraduate students only

Program Details:

- An AEF committee of advertising professionals and professors will review and select the winning paper
- The winner will receive a \$1,000 cash prize
- The AEF will pay for travel and overnight accommodations in New York for the student and his/her professor to attend the AEF's Honors Night Dinner
- The winning paper will be considered for publication in AEF's online journal Advertising & Society Review

AEF must receive all entries no later than April 1, 2013. Please forward your students' submissions, as well as any questions, to sg@aef.com.

Race and Ethnicity in Advertising – America: 1890-Today

The AEF is developing the definitive "virtual" museum exhibition about how American experiences of race and ethnicity have shaped and been shaped by the development of advertising over the course of the 20th century through fully annotated archives and an exhibit. The AEF is positioned to make a significant contribution to scholarship, to the industry, and to the public by creating the first resource of its kind anywhere on the World Wide Web. The first step is the project prototype. Classroom testing is slated for Spring 2013.

The project focuses on African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups to tell the full story. The final project will include approximately 7,000 images, plus audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online curricular materials for college faculty to use across a variety of disciplines.

Visiting Professor Program

The VPP two-week fellowship for professors of advertising, marketing, communications and the liberal arts exposes professors to the day-to-day operations of an advertising agency, a marketing or media company. Professors return to the classroom and teach their subject with more authority.

In 2012, 18 professors were hosted by ad agencies in New York City, Chicago, Los Angeles, Atlanta, and Seattle. In addition, six senior-level Career Services administrators participated in the orientations. This experience helps them to inform students about advertising as a potential career choice.

Objective

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP offers professors a greater understanding of and appreciation for the industry while host companies develop closer ties to academia.

Components

A two-day orientation is followed by individual fellowships. While at the host company, each professor offers a "Lunchtime Lecture" on his/her area of expertise and how it relates to advertising. Note: With the professor's permission, the Lunchtime Lecture may be videotaped for streaming on aef.com.

2013 VPP: June 3-14

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. Apply only if your academic and personal responsibilities allow you to participate for the full two weeks.

Expenses

Host companies pay housing and per diem. Professors pay travel and out-of-pocket expenses.

Application

Visit the On-Campus section on www.aef.com to apply online. All application materials (CV, letter of recommendation and statement) must be postmarked by January 31, 2013.

Notification: April 2013

Contact Sharon Hudson, Vice President, Program Manager, at sh@aef.com or (212) 986-8060 x15.

2013 VISITING PROFESSOR PROGRAM (VPP) FACT SHEET

“As someone who teaches advertising and PR courses, having hands-on experience has benefited me tremendously. The VPP experience will benefit my teaching in that I can update my examples and case studies and tell students what I worked on first-hand. Observing how the work gets done and possibly contributing to the process has been an invaluable experience.”

Professor Frauke Hachtmann, University of Nebraska - Lincoln

“Frauke was a perfect for JWT. This was not only the result of her interest and prior research of the agency, but her enthusiasm and thirst to learn about the agency’s culture and work made the partnership and overall experience great. She was such a pleasure to host and we extended an invitation for her students to come visit the agency. Our colleagues were very supportive of the VPP.”

Carly Wengrover, PR Manager

The Advertising Educational Foundation invites you to apply to the

Visiting Professor Program

Application Deadline

January 31, 2013

Background

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts. In 2012, 18 professors were hosted by advertising agencies in Atlanta, Chicago, Los Angeles, New York City and Seattle. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. Note: Program is only offered to professors teaching in the United States.

Objective

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP gives professors a greater understanding of and appreciation for the industry while host companies have an opportunity to develop closer ties to academia.

Components

An orientation is followed by individual fellowships. While at the host company, each professor offers a Lunchtime Talk on his/her area of expertise and how it relates to advertising. Note: With the professor’s permission, the talk may be videotaped for streaming on www.aef.com.

2013 VPP: June 3-15

Professors chosen by the VPP Selection Committee will be placed with host companies in Chicago, New York City and other major cities. Apply only if your academic and personal responsibilities allow you to participate for the full two weeks.

Notification: April 2013

Those selected to participate in the program AEF recommends a meeting between the visiting professor and host company to discuss mutual objectives of the program.

Expenses

Host companies pay housing and per diem. Professors pay for travel to /from the host city, as well as out-of-pocket expenses.

Application

Visit the On-Campus section on www.aef.com to apply and submit your CV and statement. Letter of recommendation (on school letterhead) must be mailed and postmarked by January 31, 2013. Letter of recommendation is not accepted via fax or email.

Contact: Sharon Hudson, Vice President, Program Manager, at sh@aef.com or (212) 986-8060 x15.

Announcements...

Position title: Assistant Professor in Social Media Research (2 positions)

The Florida State University College of Communication and Information (<http://cci.fsu.edu>) anticipates searching for two tenure-track faculty positions at the Assistant Professor level. One position will be located in the School of Communication and one in the School of Library and Information Studies. Applicants must demonstrate excellent potential for scholarly and funded research and effective teaching.

We seek two colleagues with a commitment to interdisciplinary research and teaching in social media research and analysis such as social network analysis, large-scale content analysis, database management, or statistics that can be applied in a variety of context and from different perspectives (e.g. user behavior, information systems development, or campaign planning, implementation and evaluation, social marketing, advocacy, etc.). Candidates should have a research agenda that fits within the broader research interests of the respective School as well as the ability to work effectively within a highly interdisciplinary environment. A Ph.D. in a related area is required. Successful applicants will teach at the undergraduate level and in both the Master's and Ph.D. programs within their School. Experience teaching online as well as face-to-face courses is desired. Faculty members are expected to serve on School, College, and University committees, and to advise students.

FSU is classified as a Research University/Very High Research Activity, and the College of Communication and Information is home to a dynamic and collaborative faculty internationally renowned for their cutting-edge research on the uses and implications of information and communication technologies, user-centered design of socio-technical systems, media effects and uses, among others. Faculty members are expected to seek external funding to support their research efforts from the National Science Foundation, the National Institutes of Health, the Institute for Museum and Library Services, and a number of other federal and state agencies.

A leading iSchool, the School of Library & Information Studies (<http://slis.fsu.edu>) offers Bachelor's, Master's, Specialist, and Ph.D. degrees in the areas of information technology, information science and library studies. SLIS serves as the base for a number of research institutes, including: The Institute for Digital Information & Scientific Communication, Information Use Management and Policy Institute, and Partnerships Advancing Library Media Center. The Center for Distributed Knowledge is currently being planned and will focus on social informatics research.

The School of Communication (<http://comm.cci.fsu.edu>) offers Bachelor's, Master's, and Ph.D. degrees in the areas of media and communication studies, advertising, public relations, media production, integrated marketing communication, and mass communication. The School's main research emphases are strategic communication, media and technology, communication in the public interest, and multicultural marketing communication. SCOM offers three graduate level certificates and is home to three research centers.

Minimum Qualifications: Doctoral degree in a relevant discipline. Demonstrated record or potential for achievement in academic research, teaching, and service. Must meet University criteria for appointment at the rank of assistant professor.

How to Apply: Applications should include a letter of application detailing research and teaching interests, curriculum vitae, and contact information for at least three references. Review of materials will begin immediately even though the positions are pending final budgetary approval. Preferred starting date is Fall 2013. Applications will be accepted until the position is filled. Application materials should be sent to:

Social Media Search Committee
Ulla Bunz & Gary Burnett, Co-chairs
College of Communication and Information
UCC 4100, Florida State University
Tallahassee, FL 32306-2651142 Collegiate Loop
Florida State University
Tallahassee FL 32306-2100

Florida State University is a public institution located in Tallahassee, the capital of Florida. Additional information about the Schools, College and University can be found at: <http://cci.fsu.edu> and <http://www.fsu.edu>. FSU is an equal employment opportunity employer and educational provider committed to a policy of non-discrimination on the basis of race, creed, color, sex, religion, national origin, age, disability, veteran or marital status, or any other protected group.



Multiple Faculty Positions

The College of Communication Arts & Sciences at Michigan State University, which has a global reputation for its research, scholarship and international engagement, is searching for a broad array of new faculty members. We invite applications for the following faculty positions:

3D Graphics and Animation (Open rank - fixed term)

Telecommunication, Information Studies, and Media; Advertising and Public Relations; Media Sandbox

Advertising (Assistant, Associate, or Full – tenure system)

Advertising and Public Relations; Posting #5918

Communication Technology and Health (Assistant, Associate, or Full – tenure system)

College of Communication Arts & Sciences

Digital Media Development (Assistant – tenure system)

School of Journalism; Advertising and Public Relations; Media Sandbox

Digital Media Development (Open rank – fixed term)

School of Journalism; Advertising and Public Relations; Media Sandbox

To learn more and apply, please complete an electronic submission at the Michigan State University Employment Opportunities website – <https://jobs.msu.edu> and search for the position title indicated above. All positions will be available on this website by the last week of September. Detailed position information can be found at <http://cas.msu.edu/about-the-college/job-postings>.

MSU is an affirmative action, equal opportunity employer. MSU is committed to achieving excellence through cultural diversity. The university actively encourages applications and/or nominations of women, persons of color, veterans and persons with disabilities.

CALL FOR APPLICATIONS

The **Marketing Department at the University of South Florida, Tampa** invites applications for admission to our Ph.D. program. The Department has several faculty members with research interests in marketing communications, value perceptions and supply chain. We use a wide variety of methodologies (from surveys to brain imaging studies) to study consumer reactions to marketing communications, social and sensory cues in the environment and other forms of interactions between consumers and brands. Application deadline for fall 2013 admissions for both domestic and international applicants is December 15, 2012.

Information to apply for the program is available at our website at <http://business.usf.edu/programs/phd/marketing/apply.asp>.

Advertising - Assistant Professor

Pepperdine University

Seaver College of Letters, Arts, and Sciences

Malibu, California

The Communication Division invites applications for an entry-level tenure-track appointment in advertising available for the 2013-2014 academic year. All successful candidates will have a Ph.D. or equivalent. The successful candidate will be able to teach several courses within our 120-plus student major, including Introduction to Advertising, Advertising Media, Digital Media Strategy, and Advertising Research and Planning. The ability to teach general media courses, such as Storytelling Through Media, Communication Theories, and Communication Research, is preferred. The successful candidate will also serve as a curriculum adviser for advertising student majors, advise the co-curricular Ad Club, and oversee the curriculum component of student internships. A strong research agenda is necessary, as is a commitment to the Christian mission of the University. The position is open until filled.

For more information, please go to <http://seaver.pepperdine.edu/dean/faculty/default.htm#communication>

Contact:

Dr. Ken Waters (ken.waters@pepperdine.edu) Chair, Communication Division
Seaver College, Pepperdine University

24255 Pacific Coast Highway
Malibu, CA 90263-4211

Newsletter Staff

AAA Newsletter Editor

Anca Cristina Micu
Welch College of Business
Sacred Heart University
newsletter@aaasite.org

AAA Webmaster

Chrisy Ashley
East Carolina University
webmaster@aaasite.org

AAA Newsletter Design

Mugur Geana
University of Kansas

Visit the AAA Website at:
<http://www.aaasite.org>

Have Items for the Newsletter?

Please send us your:

- ▶ Job announcements
- ▶ Calls for papers
- ▶ Announcements about awards
- ▶ Names of graduate students to be featured
- ▶ Photos for the Photo Gallery

Send to the Editor, Anca Micu, at:
newsletter@aaasite.org

University of Florida
College of Journalism and Communications
Department of Advertising

The Department of Advertising, a leader in advertising education, research and outreach, invites applications and nominations for the position of Chair and Professor to begin July 1, 2013. The diverse group of faculty values the scholarly, collegial, and collaborative culture that exists within the department and across the college.

Qualifications of preferred candidates include distinguished scholarship, demonstrated leadership or administrative experience, potential for securing external funding and a vision for the future of the department as we continue to innovate in creative, technological and global aspects of the field.

The Department of Advertising has 9 faculty and over 500 undergraduate majors and a Master of Advertising program, with an enrollment of about 15 students. It is part of the College of Journalism and Communications, located in Gainesville, Florida, which has about 2,200 undergraduate students, 130 master's students and 80 Ph.D. students. Established in 1955, the College of Journalism and Communications is home to four academic units, one AM and two FM radio stations, two television stations, and other multimedia properties. The Department of Advertising has a strong and active professional advisory council and strong ties to the profession. For additional information, visit <http://www.jou.ufl.edu/academics/bachelors/advertising/>

The University of Florida seeks applications and nominations from a broad spectrum of individuals including women, members of diverse ethnic groups, and persons with disabilities. The University of Florida is an equal opportunity institution. The Florida "Government in the Sunshine" laws require that all documents related to the search process be available for public inspection.

A Ph.D. is required for this 12-month position. The successful applicant will (1) hold the rank of professor or meet the University of Florida's criteria for Full Professor upon hire and (2) be eligible for tenure upon hire. Salary is competitive and based on experience and academic credentials.

Application Procedure: To view application instructions and complete an online resume, visit www.hr.ufl.edu/job. The reference/requisition number for this vacancy is 0902023. Applications must include an electronic copy of the following: (1) a letter of interest; (2) complete curriculum vitae; (3) names, addresses and telephone numbers of at least three professional/academic references. The Search Committee may request additional materials at a later time. If an accommodation due to a disability is needed to apply for this position, please call (352) 392-4621 or the Florida Relay System at (800) 955-8771 (TDD). Questions can be directed to the Search Committee Chair: Dr. Debbie Treise, Associate Dean, PO Box 118400, University of Florida, Gainesville, FL, 32611-8400 (Telephone 352-392-6557) or dtreise@jou.ufl.edu. Review of applications begins January 7, 2013 and continues until the position is filled.

Errata: Our last newsletter included an error, and we thank Dr. Jim Pokrywczynski for the updated information: The authors of the publication "Stop the music..." in the Journal of Advertising Research are Dr. Pokrywczynski, from the Dietrich College at MU, and Drs. Sheehan and Tsao from the S.I. Newhouse School, Syracuse University. The previous newsletter mistakenly listed all three authors as being from the University of Missouri.



Associate or Full Professor

Department of Computer Science and Department of Advertising (F1200195)

The Departments of Computer Science (CS) and Advertising (ADV) at the University of Illinois at Urbana-Champaign invite applications for a joint faculty position in Computational Advertising. This novel position is part of a new multi-year Strategic Excellence Hiring Program at Illinois that focuses on: (a) Information, Technology and Society, (b) Human Health and Wellness, (c) Energy and Sustainability, and (d) Culture, Communication, and Global Issues. We seek candidates with CS skills in areas such as “big data”, data-mining, or algorithmic game theory, and with advertising interests or experience in areas such as online /contextual advertising, digital privacy, behavioral targeting, and social media analytics. Applications are encouraged from candidates whose research programs are in traditional as well as in nontraditional areas that would support novel research and teaching across the emerging discipline of Computational Advertising. Each department is engaged in exciting new and expanding programs for research, education, and professional development, and each has strong ties to industry, across a wide landscape of technology and media partners.

This is a tenured 9-month academic year appointment at the Associate or Full Professor level. Applicants must have an earned Ph.D. or equivalent degree, recognized national or international program of research, and an outstanding ability to teach effectively at both the graduate and undergraduate levels, in both the CS and ADV departments. Successful candidates will be expected to carry out independent research and to perform academic duties associated with our B.S., M.S., and Ph.D. programs.

Faculty in the CS department carry out research in a broad spectrum of areas and are supported by world-class facilities, starting with our department’s home in the Siebel Center for Computer Science, and including collaborations with the National Center for Supercomputing Applications, the Coordinated Science Laboratory, the Information Trust Institute, and the Illinois Informatics Institute, as well as several industrial centers and programs that foster international collaborations. The CS department has one of the leading programs in the United States, granting approximately 200 B.S. degrees, 70 M.S. degrees, and 60 Ph.D. degrees annually. The Department of Advertising, the first such academic department in the country, was established in 1959 by Charles H. Sandage, considered to be the father of advertising education. Today, the top-ranked department celebrates Sandage's legacy with scholarship and teaching focused on understanding, evaluating and communicating the many facets of advertising. Approximately 150 B.S. degrees and 20 M.S. degrees are granted annually. Faculty can also teach in the Institute for Communications Research (ICR) doctoral program in the College of Media.

In order to ensure full consideration by the Search Committee, applications must be received by January 15, 2013. Salary will be commensurate with qualifications. Preferred starting date is August 16, 2013, but is negotiable. Applications can be submitted by going to <http://jobs.illinois.edu> and uploading a cover letter, CV, research statement, and teaching statement, along with names of three references. For inquiry, please call 217-244-7949 or email HR@cs.illinois.edu.

Illinois is an Affirmative Action /Equal Opportunity Employer and welcomes individuals with diverse backgrounds, experiences, and ideas who embrace and value diversity and inclusivity (www.inclusiveillinois.illinois.edu).

AAA Editorial Policy

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations, etc.

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call on p. 42).
2. Type calls in a Word or rich text format (rtf) file (no PDFs, please).
3. Single space paragraphs and double space between paragraphs; bullet items that group together well, such as a list of possible topics.
4. Write the call in accordance with the Sample Call.
5. Provide these additional details:
 - Organization making the call
 - Reason for the call
 - Date of the call (if a conference, provide conference start and stop dates)
 - Submission deadline
 - Theme (if a journal, provide special issue topic)
 - Brief list of topics (in bullet format)
 - Chair's name and complete contact information
 - Direct link to the complete call on your website (we'll link from the call you submit to the AAA Newsletter to your complete call on your website, where our members can get additional details if needed)
6. Ensure that all information is accurate (the Editor will edit for spelling, grammar and punctuation but not accuracy of factual information such as deadlines, email addresses, etc.)
7. Email all calls, job announcements or other items for the newsletter to the AAA Editor, Jisu Huh (newsletter@aaasite.org)
8. Calls are due by the following dates:

AAA Newsletter Published on:

- ▶ March 1
- ▶ June 1
- ▶ September 1
- ▶ December 1

Call is due by:

- ▶ February 15
- ▶ May 15
- ▶ August 15
- ▶ November 15

Here’s an example of how to set up your call:

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is “Brick & Mortar Shopping in the 21st Century.”

Possible topics include, but are not limited to:

- ▶ Methodological innovations for studying shopping behavior
- ▶ Shopping environments (such as Kozinet et al.’s (2004) work on retail spectacle)
- ▶ Consumers’ attitudes toward “physical” shopping the Mall as social gathering place
- ▶ Third party influences on shopping decisions
- ▶ Personality differences between those who prefer physical vs. e-shopping
- ▶ Synergies between brick & mortar retailers and their electronic counterparts
- ▶ Situational factors that promote/inhibit the choice to physically shop

The submission deadline is **December 15, 2005**. For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

Tina M. Lowrey, Ph. D.
Dept. of Marketing, College of Business
University of Texas at San Antonio
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)

AAA NEWSLETTER ADVERTISING POLICY

As of June 2008, the American Academy of Advertising Newsletter will carry 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 ½ page) to \$100 (from ½ page to a full page) depending on size.

Four Newsletters are published online annually and read by over 500 AAA members. Deadlines to receive ads to be placed are noted below. Please note that the dates below are “received by” dates, meaning the ad must be sent by the dates noted below.

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 is being developed.

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 at the above noted costs. Again, the deadlines below must be adhered to.

Ad Specifications:

The Newsletter is published in an 8 ½” x 11” color format PDF. Ads may be submitted via a high resolution PDF. It is the responsibility of the individual or organization placing the ad to create the ad and submit it by the “received by” deadlines noted below. The editor and AAA assume no responsibility in the accuracy, formatting or creation of the ad. Ad content is subject to AAA approval.

Payment and Billing:

Payment in advance is required. You can pay by check, sending the payment directly to Patricia B. Rose, Executive Director, 24710 Shaker Blvd., Beachwood, OH 44122. Should you want to pay with a credit card via PayPal, please contact Pat Rose directly at rosep@fiu.edu for information.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter for additional questions or comments.

Deadline for Submitting Ads to the AAA Newsletter

AAA Newsletter Due Out:	Ad(s) due by:
March 1	February 15
June 1	May 15
September 1	August 15
December 1	November 15