

## **ATTENTION ALL AAA MEMBER GRADUATE STUDENTS IN U.S. INSTITUTIONS**

Announcing the AAA-and ANA Educational Foundation (AEF) Visiting *Future* Professor- Pilot Program 2018

The AEF (now ANA Educational Foundation) 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, 500+ professors have participated in the VPP. The 2018 VPP has been expanded and there are three ways that professors can participate: <http://aef.com/partnership-programs/visiting-professor-program/vpp-fact-sheet/>

\*\* 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 pilot program opportunity for **FUTURE PROFESSORS (graduate students now)** to participate in the visiting program in the summer 2018.

Doctoral students who are members of the AAA may apply to participate in **the four-day Immersion program in New York City from Tuesday June 5 to Friday June 8, 2018**. See sample agenda: <http://20896-presscdn.pagely.netdna-cdn.com/wp-content/uploads/2017/10/partner-2018vpp-agenda2.pdf>. This pilot program is currently only offered to graduate students in the U.S., congruent with the ANA rules for professors.

Selected students will visit ad agencies, marketers and media companies. Topic areas will include social media, global brand building, cultural insight, multicultural marketing, the future of media and diversity in the industry. 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.

\*\* The AAA will provide a stipend of \$500, which will be matched by \$500 from the ANA Educational Foundation for a total of **\$1,000** per student. A **MAXIMUM OF TWO STUDENTS WILL BE SELECTED THIS YEAR.**

### **Housing and Expenses**

Accommodations for the VPP program in NYC have been made available through a collaboration with Fordham University's Center for Positive Marketing and will be on campus. Housing will be at the Lincoln Center campus in the heart of the city and is provided at no cost. Participants will cover the expense of their travel or it can come out of the stipend.

### **Application Procedure**

Students should provide the following materials: (1) CV; (2) statement (500 words maximum) explaining why you wish to participate in the program; and (3) video: students are asked to provide a two-minute video shot with a cell phone or a computer's webcam. We are not looking for professional videos. Please hold cell phones horizontally when making your video. Topic suggestions include:

- Most interesting teaching moment or research finding in your career
- Most interesting or surprising example of advertising that has caught your eye recently and why
- Discuss something about you that is not on your CV
- Most striking thing you have noticed about student culture today on campus.

**Applications will be evaluated and screened by the Executive Committee of the AAA and by the VPP Selection Committee.**

***Please submit application materials by February 15, 2018 directly to AAA President, Dr. Michelle Nelson at [nelsonmr@illinois.edu](mailto:nelsonmr@illinois.edu) Notifications will be made by April 1, 2018.***

Contact Michelle at [nelsonmr@illinois.edu](mailto:nelsonmr@illinois.edu) with questions.