

Journal of Advertising Education

Articles

Vol. 1, No. 1 – Vol. 13, No. 1

Volume 1, Number 1, Summer 1996

Introducing introductory advertising student to the world wide web
Beth E. Barnes, Syracuse University

Rankings of advertising programs by advertising educators
Jef I. Richards & Elizabeth Gigi Taylor, University of Texas at Austin

A survey of faculty evaluation practices in journalism and mass communication
Robert C. Sitz & Frank Thayer, New Mexico State University

Demonstrating the superiority of the FCB grid as a tool for students to write
effective advertising strategy
Johan C. Yssel, University of Southern Mississippi

Volume 2, Number 1, Fall 1997

Active participation and quiet observation of ad forum subscribers
Louisa Ha, University of Oklahoma

Student advertising competitions: Faculty advisor beliefs concerning the AAF
National Student Advertising Competition
Jim Marra, Temple University; Jim Avery, University of Alaska; Anchorage; Maria
Elizabeth Grabe, Indiana University

Incorporating team processes into advertising curriculum
Brett Robbs, Anders Gronstedt, University of Colorado/Boulder

Teaching job search skills to advertising majors
Ronald E. Taylor, Kim Bartel Sheehan, University of Tennessee

Preparing campaigns students for group work
Fred Beard, University of Oklahoma

Offering a creative track in the advertising major: A case history
Beth E. Barnes, Carla V. Lloyd, Syracuse University

Volume 3, Number 1, Spring 1999

Integrating university, community and student goals in an advertising skills course

Charles McMellon, Penn State University

Computer simulation and an interdisciplinary approach for advertising and public relations courses

James W. Bovinet & Ronald J. Elcombe, Winona State University

An examination of leadership behavior among agency creatives

Debbie Treise, University of Florida; Cele C. Otnes & Arlo A. Oviatt, University of Illinois at Urbana-Champaign

Advertising educators' textbook adoption practices

Louisa Ha, The Gallup Organization

Volume 3, Number 2, Fall 1999

Feedback that fits: how experienced and naïve students view internships

David Perlmutter and Alan D. Fletcher, Louisiana State University

Identifying critical teamwork tools: one way to strike a balance between team training and course content

Brett Robbs and Larry Weisberg, University of Colorado at Boulder

The structure of AAF competition teams

Tom Weir, Oklahoma State University

An interdisciplinary team teaching model: a web-based project approach for teaching integrated marketing communication

Mauereen W. Everett, Caroly F. Siegel and Marlow J. Marchant, Eastern Kentucky University

Volume 4, Number 1, Spring 2000

Contract teamwork: a way out of the ivory tower

Sally J. McMillan, University of Tennessee

Putting it all together: effective participation in advertising competitions

Betty J. Parker, Western Michigan University

Understanding the advertising agency-client relationship
Richard F. Beltramini, Wayne State University

One design for the account planning curriculum
Roger Lavery, Virginia Commonwealth University Adcenter

Advertising curriculum review: case studies of two alternate approaches
Beth E. Barnes and Carla V. Lloyd, Syracuse University

Volume 4, Number 2, Fall 2000

If you build it, will they learn? Effects of an advertising course web site on student learning and teacher effectiveness
Cynthia M. Frisby, University of Missouri

Incorporating a promotional products teaching component into the advertising campaigns course: A partnership pilot program
Denise E. Delorme, University of Central Florida

Group personality and performance: A model for managing advertising student teams
Shannon L. Bichard, Marilyn Roberts and John Sutherland, University of Florida

Volume 5, Number 1, Spring 2001

Like an idea, only better: How do advertising educators and practitioners define and use the creative concept?
Lisa Duke, University of Florida

Teaching TV advertising creative using digital video on the desktop
Fred K. Beard and David Tarpenting, University of Oklahoma

Exploring student orientation toward advertising: A Q-methodology approach
James Coyle, City University of New York, Robert Meeds, Kansas State University, and Thomas Weir, Oklahoma State University

Spatial modeling with spreadsheets: Development of four advertising layout exercises for the classroom
Michael M. Pearson, Lee Mundell, Teri K Henley and James S. Eiseman, Loyola University of New Orleans

Volume 5, Number 2, Fall 2001

What the real world really wants: an analysis of advertising employment ads
Sally J. McMilan, University of Tennessee; Kim Bartel Sheehan, Brandt
Heinemann, and Charles Frazier, University of Oregon

Communication apprehension and the advertising student
Tom Robinson, Southern Methodist University

Integrating public speaking into the advertising curriculum
Kim Golombisky, University of South Florida

A call for a more informed approach: motivating creative students to do their best
work
W. Glenn Griffin, University of Texas at Austin

Volume 6, Number 1, Spring 2002

Teaching reform initiatives and their importance for advertising education
Keith Adler, Michigan State University

In search of the golden mean: Impact of computer mediated technologies on the
media planning course
Dennis G. Martin, Brigham Young University

Creative opportunities in media promotion: Entry-level hiring by television and
radio promotion departments
Jay Newell, Michigan State University, Terry Daugherty, Vanderbilt University,
Hairong Li, Michigan State University

Kazakhstani students' beliefs about advertising
Jami Fullerton and Tom Weir, Oklahoma State University

Volume 6, Number 2, Fall 2002

Teaching the Advertising Media-planning Course: Trying to Serve Two Masters
Jan S. Slater, Ohio University; Brett Robbs, University of Colorado at Boulder;
Carla V. Lloyd, Syracuse University

Statistic Anxiety and Math Aversion Among Advertising Students
Jami A. Fullerton, Oklahoma Sate University and Don Umphrey, Southern
Methodist University

Employment Preferences of Students in the 2001 AAF National Student Advertising Competition

Alice Kendrick, Southern Methodist University and Jami Fullerton, Oklahoma State University

Rating Creativity: Do Advertising Professionals and Educator Apply the Same Standards?

Alisa White, University of Texas at Arlington; Bruce L. Smith, Southwest Texas Sate University; Fuyuan Shen, Pennsylvania State University

Volume 7, Number 1, Spring 2003

Preparing planners: Account planning and the advertising curriculum

Margaret Marrison, Tim Christy and Eric Haley, University of Tennessee

Sign me up! Undergraduate expectations of internship programs

JoAnn Roznowski, Western Michigan University, and Brenda J. Wrigley, Michigan State University

Changing direction: Assessing student thoughts and feelings about a new program in strategic communication

Bryan H. Reber, University of Alabama; Cynthia M. Frisby and Glen T. Cameron, University of Missouri

Challenging, fun and pays well: Top advertising students describe their ideal jobs

Alice Kendrick, Southern Methodist University, and Jami Fullerton, Oklahoma State University

Volume 7, Number 2, Fall 2003

Why diversity matters

Jan Slater, Ohio University

Incorporating diversity into the advertising curriculum

Jason Chambers, University of Illinois

Diversity in communication education: The "D" word is all about including others

Diana I. Rios, University of Connecticut

What's age, race and gender got to do with advertising? Everything!

Caryl Cooper, University of Alabama

Locating diversity within advertising excellence
Kim Golombisky, University of South Florida

Volume 8, Number 1, Spring 2004

Communication Competencies for a Growing Hispanic Market
Luis V. Dominguez, Florida Atlantic University and Patricia B. Rose, Florida International University

Application of Q-Methodology for In-Class Advertising Research Projects
Douglas Blanks Hindman, Washington State University, Jody Mattern, North Dakota State University, and Jocie Iszler, North Dakota Utilization Council

Guidelines for Accommodations: What Advertising Teachers Need to Know About Working with Learning-Disabled Students in Team-based Classes
Debbie Treise, Elaine Wagner, Lindsay Minter and Linda Correll, University of Florida

Attitudes Toward Grades Among Advertising Majors
Don Umphrey, Southern Methodist University, and Jami J. Fullerton, Oklahoma State University

Perceptions of IMC Education Among Practitioners
JoAnn Roznowski, Western Michigan University, Bonnie B. Reece, Michigan State University, and Terry Daugherty, University of Texas

Volume 8, Number 2, Fall 2004

Enhancing strategic thinking throughout the advertising curriculum: An account planning perspective
Kendra Gale and Brett Robbs, University of Colorado

Humorous advertising concepts and premises: Generation, execution and evaluation
Fred K. Beard and David Tarpenning, University of Oklahoma

Shall we converge: The embedding of new media and advertising curricula
Thomas Gould, Kansas State University

Volume 9, Number 1, Spring 2005

Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation

Jean M. Grow and Joyce M. Wolburg, Marquette University

Teaching the Undergraduate Research Course for Advertising Majors: Course Content and Key Challenges

Brett Robbs and Kendra Gale, University of Colorado

The Effect of Educational Background as Antecedent on the Job Satisfaction of Advertising Creatives

Thomas K. Hixson, University of Wisconsin – Whitewater and Stephen Banning, Louisiana State University

Volume 9, Number 2, Fall 2005

Tales of Portfolio Schools and Universities: Working Creatives' Views on Preparing Students for Entry-Level Jobs as Advertising Creatives

Robyn Blakeman and Eric Haley, The University of Tennessee, Knoxville

Advertising Creative Practitioners on the Value of Advertising Education: An Overview

Tien-Tsung Lee, Washington State University and William E. Ryan, University of Oregon

Creative Message Strategies as a Framework for Pedagogy Instruction Or: Everything I Know About Teaching I Learned from Advertising

Lee Earle, Roosevelt University

Volume 10, Number 1, Spring 2006

An Analysis of Career Aspirations of 1,200 U.S. Advertising Students

Jami Fullerton, Oklahoma State University

Alice Kendrick, Southern Methodist University

Connie Frazier, American Advertising Federation

How to Improve Critical Thinking Skills in the Media Strategy Course by Implementing an Online Peer Learning Component

Frauke Hachtmann, University of Nebraska-Lincoln

Assessment Accountability in Courses that Deploy Advertising Competitions and Experiential Learning Techniques

Ginger Rosenkrans, Pepperdine University

Volume 10, Number 2, Fall 2006

The State of the Industry: Account Planning, Media, Strategy (or whatever they are, these days): A re-cap of the presentations from the folks from Goodby Silverstein & Partners

Patricia B Rose, Editor, JAE, Florida International University

“Involve me and I shall understand”: Case-based Teaching in Advertising Education

Kendra Gale, University of Colorado and Peggy J. Kreshel, University of Georgia

Pesky Predicaments and Solutions: How Do I Fit That Into My Already Full Class?

Denise E. DeLorme and Mary Alice Shaver, University of Central Florida

Volume 11, Number 1, Spring 2007

Assessing Outcomes of Service Learning in Advertising Courses

Lara Zwarun, University of Texas at Arlington

Curricular Convergence and Campaigns: Learning Outcomes in the Capstone Course

Robert R. Basow, University of Kansas, Lawrence

Using Blogs to Facilitate Group Communication and Collaboration: A Constructivists Learning Approach

Stacy Landreth Grau, Texas Christian University

Designing Executive Education Curricula to Fit the Professional Development Continuum: The Case of Advertising and Public Relations Practitioners in Australia

Gayle Kerr, Park Beede and Bill Proud

Queensland University of Technology, Australia

Volume 11, Number 2, Fall 2007

The Historical Development of the Advertising Curriculum

Edd Applegate, Middle Tennessee State University

What Advertising Educators Think About Advertising Education
Stephen A. Banning and John C. Schweitzer, Bradley University

In Search of a Theory of Integrated Marketing Communications
Don Schultz, Northwestern University
Gayle Kerr, Queensland University of Technology, Australia
Ilchul Kim, Dong-eui University, Korea
Charles Patti, University of Denver

Considerations for Integrated Marketing Communications Education: The Needs
and Expectations from the Communications Workplace
Torise A. Battle, Peach County Board of Education, Fort Valley, Georgia.
Mariko Morimoto, University of Georgia
Bryan H. Reber, University of Georgia

How Creative Are We? The Teaching of Creativity Theory and Training
Mark W. Stuhlfaut, University of Kentucky

Volume 12, Number 1, Spring 2008

New century, same story: Women scarce when Adweek ranks "Best Spots"
Karen L. Mallia, University of South Carolina

What Advertising Educators Think About Advertising Education
Stephen A. Banning and John C. Schweitzer, Bradley University

A nationwide Survey of Advertising Students' Attitudes about Advertising
Jami Fullerton, Oklahoma State University
Alice Kendrick, Southern Methodist University
Connie Frazier, American Advertising Federation

Account Management and the Changing Advertising Landscape
Brett Robbs, University of Colorado at Boulder
Carla Lloyd, Syracuse University

Volume 12, Number 2, Fall 2008

Incorporating Privacy in Advertising Education: A Multichannel and Multiple
Public Perspective

George R. Milne, University of Massachusetts Amherst
Joseph E. Phelps, University of Alabama
Jimmy Peltier, University of Wisconsin, Whitewater

Employers' Perspectives on Skills Needed for Entry-Level Advertising and Marketing Jobs: A New Computerized Approach
Dennis T. Lowry, Southern Illinois University Carbondale
Lei (Tommy) Xie, Southern Illinois University Carbondale

Lessons from Ad Educators' Experiences with Guest Speakers
Eric Haley, University of Tennessee, Knoxville
Robyn Blakeman, University of Tennessee, Knoxville

The Advertising Internship: Tips on Optimizing the Academic and Business Community Relationship
Michael Maynard, Temple University
Dana Saewitz, Temple University

AEJMC Ad Division Report: State of the Advertising Industry 2008
Michael Hanley, Ball State University
Roger Lavery, Ball State University

The National Student Advertising Competition: Chapter Advisers Describe Structure, Resources and Issues
Jami Fullerton, Oklahoma State University
Alice Kendrick, Southern Methodist University
Connie Frazier, American Advertising Federation

Volume 13, Number 1, Spring 2009

Seizing the Opportunity: Enhancing Creativity in Direct and Digital Marketing
W. Glenn Griffin, Southern Methodist University
Peter M. Johnson, Pace University
Susan K. Jones, Ferris State University

Enhancing Students' Segmentation Skills and Targeting Knowledge Using the Gains Tables, Lift Charts, and the Gini Coefficient
Henry Greene, Central Connecticut State University

Experiential Learning in Capstone Courses Through the Great Case Debate
Carol Scovotti, University of Wisconsin-Whitewater
Lisa D. Spiller, Christopher Newport University

The Google Online Marketing Challenge: Fostering Student Learning of Search Advertising

Marilyn Lavin, University of Wisconsin-Whitewater

Lizzy Van Alstine, Alex Scott, and Jim Oliver, Google

Jamie Murphy, University of Western Australia

Modeling Social Media Use: Bridging the Gap in Higher Education

Maria Kalamas, Tyra Mitchell, and Deborah Lester, Kennesaw State University

Web 2.0 Opportunities and Challenges for Advertising Educators

Mary Caravella, University of Connecticut

Daradirek "Gee" Ekachai, Marquette University

Charles Jaeger, Southern Oregon University

Debra Zahay, Northern Illinois University

From Interactive to Immersive: Advertising Education takes a Virtual Leap of Faith

Natalie Wood, Saint Joseph's University

Lyle R. Wetsch, Memorial University of Newfoundland

Michael R. Solomon, Saint Joseph's University

Ken Hudson, Loyalist College

Bridging the Gap in IMC Education: Where the Academy is Falling Short?

Andrea J. S. Stanaland, Radford University

Amanda E. Helm, University of Wisconsin-Whitewater

Lance Kinney, University of Alabama

Student Satisfaction with Collegiate American Marketing Association Membership and Exposure to Integrated Marketing Communication Tactics

James W. Peltier, University of Wisconsin-Whitewater

Lance Kinney, University of Alabama

Carol Scovotti, University of Wisconsin-Whitewater

Volume 13, Number 2, Fall 2009

Refereed Articles

Films—A Look into What Students are Seeing About Advertising

Kristy Tucciarone, University of Missouri, St. Louis

Advertising Students' Perceptions of Skills and Attributes for Future Employment

David S. Waller, University of Technology, Sydney

Anurag G. Hingorani, University of Technology, Sydney

IMC and its Integration into Programs of Journalism and Mass Communication

Andrew Lingwall, Clarion University of Pennsylvania

Pedagogic Challenges: The Teaching of Creative Strategy in Advertising Courses

Mark Stuhlfaut, University of Kentucky

Margo Berman, Florida International University

Effect of Discounting Behaviors on the Productivity of Student Brainstorming Groups

Alisa White, University of Texas at Tyler

Bruce L. Smith, Texas State University-San Marcos

Adding Bilateral Transparency to Assessing Student Learning in the Advertising Capstone Course

Frauke Hachtmann, University of Nebraska—Lincoln

Nancy Mitchell, University of Nebraska—Lincoln

Linda Shipley, University of Nebraska—Lincoln

Teaching Tips

Profile by Proxy: Using Literary Journalism to Create Consumer Insight

Kendra L. Gale, University of Colorado—Boulder

Report

Advertising Student Career Preferences: A National Survey

Jami Fullerton, Oklahoma State University—Tulsa

Alice Kendrick, Southern Methodist University

Connie Frazier, American Advertising Federation

Book Review

Idea industry: How to crack the advertising career code. By Brett Robbs and Deborah Morrison

Reviewed by Sheri Broyles, University of North Texas

Volume 14, Number 1, Spring 2010

Invited Commentary

Step Out of the Box

Chuck McMellon, Hofstra University

Refereed Articles

Beyond the Banner: Teaching Powerful Creative Techniques In Digital Marketing

Peter M. Johnson, Pace University

Susan K. Jones, Ferris State University

It's Not New to Them: Using Ning.com to Enhance Student Engagement in the Study of Social Web Marketing and Web 2.0 Direct Response Methods

Alyssa Eckman, University of Kentucky

Social Networks: Facebook's Role in the Advertising Classroom

Caroline Lego Muñoz, Fairleigh Dickinson University

Terri L. Towner, Oakland University

Experiential Learning with Direct Response TV Advertising

Henry Greene, Central Connecticut State University

Creating Winners for Life: How to Prepare Your Students to Become IDM Professionals by Using the DMEF's Collegiate ECHO Challenge as a Teaching Aid

Lisa D. Spiller, Christopher Newport University

Harvey Markovitz, Pace University

David W. Marold, Eastern Michigan University

Rethinking Learning Objectives of a Campaigns Approach to Advertising Capstone Courses

Mark W. Stuhlfaut, University of Kentucky

Margo Berman, Florida International University

Volume 14, Number 2, Fall 2010

Invited Commentary

A Wide-Angle View of Advertising Education

Jef I. Richards, Michigan State University

Refereed Articles

Preparing Young Creatives for an Interactive World: How Possible Is It?

Brett Robbs, University of Colorado, Boulder

Does the Creative Boys' Club Begin in the Classroom?

Kasey Windels, DePaul University

Wei-Na Lee, University of Texas at Austin

Yi-Hsin Yeh, University of Texas at Austin

Experiential Learning and Media Sales: A Case Study Perspective

Bobbi Kay Lewis, Oklahoma State University

How Should I Teach Advertising Sales? A Broadcast Media Perspective

Scott R. Hamula, Ithaca College

Advertising Student Interns: Career Preferences and Ethical Issues

Alice Kendrick, Southern Methodist University

Jami Fullerton, Oklahoma State University

Mallorie Rodak, Southern Methodist University

Teaching Tips

Introducing Students to Organizational Communication Strategies on Twitter

Tricia M. Farwell, Middle Tennessee State University

Richard D. Waters, North Carolina State University

Volume 15, Number 1, Spring 2011

Refereed Articles

From Web 2.0 to Web 3.0: Implications for Advertising Courses
Carol Scovotti and Susan K. Jones

Teaching Integrated Social Network Marketing Communication with a Portfolio of
Experiential Exercises
John Cronin

Developing College Students' Self-marketing Skills in The Age of Social Media:
Designing An Experiential Exercise
Jun Myers, Helena Czepiec, Juanita Roxas, Debhora Whitson

Class Communication Options: Making the Most of Web-Based Tools
Robert E. Boostrom, Jr.

Wikipedia's Role and Value in the Advertising Classroom
Deborah M. Gray and Jeffery Hoyle

An Investigation of Computer-Mediated Instructional Immediacy in Online
Education
Stephanie Kelly and Lisa Fall

Teaching Consumer Analytics in Advertising and IMC Courses: Opportunities
and Challenges
Pavan Rao Chennamaneni, Vishal Lala, Prashant Srivastava, Goutam
Chakraborty

Invited Research

Oops I did it Again: What Students Need to Know about Managing Information in
a Social Media World

Lauren I. Labrecque, George R. Milne, Jimmy Peltier, Joseph E. Phelps, David
Thompson

50 Ways To Enhance Student Career Success: In and Out of the Advertising
and Marketing Classrooms

Lisa D. Spiller, Dave W. Marold, Harvey Markovitz, Dennis Sandler