

Pamela K. Morris, Ph.D.

School of Communication
Loyola University Chicago
820 N. Michigan Ave, Lewis Towers #906
Chicago, Illinois, 60611
(773) 929-5166 | pmorris1@luc.edu

EDUCATION

- Ph.D. in Mass Communications** 2004
S.I. Newhouse School of Public Communications, Syracuse University, NY
Dissertation: “Explicating culture and its influence on magazine advertisements”
- Master’s in Business Administration; Beta Gamma Sigma**
College of Business, California State University Long Beach, CA 1981
- Bachelor of Art**
College of the Arts, California State University Long Beach, CA 1979

ACADEMIC POSITIONS

- Associate Professor**, Program Director Advertising and Public Relations 2008 – Present
School of Communication (SOC)
Loyola University Chicago
- Adjunct Professor**, Advertising 2007 – 2008
College of Communication
DePaul University, Chicago
- Assistant Professor**, Advertising 2004 – 2006
College of Journalism and Mass Communications
University of Nebraska – Lincoln, NE

PROFESSIONAL EXPERIENCE

- Marketing Communications Manager** 2006 – 2008
Lawson Products, Des Plaines, IL
Developed communications process, brand image directions, and materials for manufacturer and distributor of tools.
- Marketing Manager** 2000 – 2001
B2BWorks, Chicago
Managed development, brand positioning, and marketing programs for electronic business-to-business marketing products.
- Vice President, Account Director** 1996 – 2000
DraftWorldwide, Chicago
Managed staff and advertising, branding, and promotions for *Kellogg’s* and the *United States Postal Service* clients.

- Account Supervisor** 1994 – 1996
Gams Advertising, Chicago
Built advertising and co-op programs for *Allstate*, *Bank One*, *Certified Grocers*, and *Motorola*.
- Product Manager** 1992 – 1993
Imaginings 3/Diamond Publishing, Niles, IL
Created and managed product lines for manufacturer of children’s licensed products, including *Disney*, *Warner Brothers*, *Universal Studios*, *Paramount*, *Lisa Frank* and others.
- Account Director** 1989 – 1991
Bauerleine Advertising, New Orleans, LA
Managed advertising and launched new product lines for clients, such as *Suntory Beverages*, *Louisiana Power & Light*, and *New Orleans Symphony*.
- Account Director** 1982 – 1989
Foote, Cone & Belding, Los Angeles, CA
First in LA office account management training program; advanced and promoted to key leadership positions. Managed advertising, including product launches, for *Universal Studios Tour*, *Yosemite Park*, *Universal Amphitheatre*, *California Milk Advisory Board*, *Embassy* and *Orion Pictures*, and *Emjoi Women’s Personal Care Line*.

PEER-REVIEWED JOURNAL PUBLICATIONS

- Morris, P. K.**, & Rheu, M. (2023). Increasing student consciousness: Teaching advertising through a social justice lens. *Jesuit Higher Education: A Journal*, 12(2), 63-77.
- Morris, P. K.** (2017). Looking through outdoor advertising images for beauty in Argentina, Chile, Hungary, and Romania. *Journal of Promotion Management*, 23(6), 791-812. DOI: 10.1080/10496491.2017.1323257
- Morris, P. K.** (2016). Team teaching of creative advertising and public relations courses. *Journal of Advertising Education*, Summer, 44-53.
- Yoo, S. C., & **Morris, P. K.** (2015). An exploratory study of successful advertising internships: A survey based on paired data of interns and employers. *Journal of Advertising Education*, 19(1), 5-16.
- Morris, P. K.** (2014). Comparing portrayals of beauty across six cultures: Bulgaria, Hong Kong, Japan, South Korea, and Turkey. *Asian Journal of Communication*, 24(3), 242-261. DOI: 10.1080/01292986.2014.885535
- Morris, P. K.**, & Nichols, K. (2013). Conceptualizing beauty: A content analysis of U.S. and French women’s fashion magazine advertisements. *Online Journal of Communication and Media Technologies*, 3(1), 49-74.
- Morris, P. K.** (2012). Teaching multimedia commercial production for advertising and public relations. *Journal of Advertising Education*, 16(2), 47-58.
- Morris, P. K.**, & Maslakowski, K. (2012). Branding the divine: Albrech Dürer’s praying hands and the branding of iconography. *Journal of Religion and Popular Culture*, 24(2), 260-276.

Morris, P. K., & Waldman, J. A. (2012). Russian-language translation of Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the United States. *Advertising: Theory and Practice*, Publishing House "Grebennikov," Moscow Russia, 3, 102-123.

Morris, P. K., & Waldman, J. A. (2011). Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the United States. *International Journal of Communication*, 5, 942-968.

Morris, P. K. (2006). Gender in print advertisements: A snapshot of representations from around the world. *Media Report to Women*, 34(3), 13-20.

Morris, P. K. (2005). Overexposed: Issues of public gender imaging. *Advertising & Society Review*, 6(fall).

CONFERENCE PAPERS & PRESENTATIONS

Morris, P. K. Going to the other side of the world: Teaching social justice campaigns to make a difference in society. Paper accepted for presentation at 2024 AEJMC Annual Conference, Philadelphia, PA (Top Teaching Paper, Advertising Division).

Kamerer, D., & **Morris, P. K.** London calling: Teaching international public relations from Europe's media capitol. Poster presented at 2023 PRSA Educators Academy's Summit, Nashville, TN.

Morris, P. K., & Rheu, M. New approaches for teaching advertising: Looking through the lens of social justice to affect career behaviors and choices. Paper presented at 2023 AEJMC Annual Conference, Washington D.C. (Top Teaching Paper, Advertising Division).

Morris, P. K. Incorporating ethics into introductory advertising courses: Student perspectives. Paper presented at 2020 AEJMC Annual Conference, Virtual.

Morris, P. K. Diversity and inclusion in advertising: What do students think? Paper presented at 2020 AEJMC Annual Conference, Virtual.

Morris, P. K., & Battacchio, A. F. Outdoor advertising heats up: Digital signage and ethical issues. Paper presented at 2019 Digital Ethics Symposium, The Center for Digital Ethics & Policy at Loyola University Chicago.

Morris, P. K. Global collaboration to teach research methods for advertising, public relations, and communication majors: Review of student reflections and a plan. Paper presented at 2017 AEJMC Annual Conference, Chicago.

Morris, P. K. Machismo and marianismo images revealed in outdoor advertising: Argentina and Chile. Paper presented at 2016 AEJMC Annual Conference, Minneapolis, MN.

Morris, P. K. Looking through outdoor advertising images for beauty in Argentina, Chile, Hungary, and Romania. Paper presented at 2016 International Communication Association (ICA) Annual Conference, Fukuoka, Japan.

Morris, P. K. The visual and cultural identity of urban settings: Starbucks at the heart. Paper presented at 2016 ICA Annual Conference, Fukuoka, Japan.

- Morris, P. K.** Global symbols in outdoor advertisements: Hong Kong, Shanghai, Seoul, and Tokyo. Paper presented by colleague Dr. Meghan Dougherty at 2015 ICA Annual Conference, San Juan, Puerto Rico.
- Yoo, S. C., **Morris, P. K.**, Cho, E., & Cunningham, I. A model for successful advertising internships: Factors influencing student satisfaction with and employee perceptions of internships. Paper presented at 2014 American Academy of Advertising Conference, Atlanta, GA.
- Morris, P. K.** Team teaching creative applications for advertising and public relations. Paper presented at 2013 AEJMC Annual Conference, Washington D.C. (Top Teaching Paper, Advertising Division).
- Morris, P. K.** Occupy Wall Street posters: Analysis of publicity-created visuals in global branding. Paper presented at 2013 ICA Annual Conference, London.
- Morris, P. K.** Global advertising strategies: Hong Kong, Japan, Shanghai and South Korea. Paper presented at 2013 Popular Culture Association/American Culture Association Annual Conference, Washington D.C.
- Morris, P. K.** Occupy Wall Street signs: Visual reflections of hidden social issues. Paper presented at 2012 ICA Annual Conference, Phoenix, AZ.
- Morris, P. K.** Glocalization in Macedonia: English in outdoor advertising messages. Paper presented at 2011 National Communication Association (NCA) Annual Conference, New Orleans, LA.
- Kamerer, D., & **Morris, P. K.** Public relations at the micro level: Connecting with customers on Twitter. Paper presented by David Kamerer at 2011 PRSA International Conference, Orlando, FL.
- Morris, P. K.**, & Nicholas, K. Conceptualizing beauty and culture: A quantitative analysis of U.S. and French women's fashion magazine advertisements. Paper presented at 2011 AEJMC Annual Conference, St. Louis, MO.
- Morris, P. K.** More than food: A comparison of ad images from German and American culinary magazines. Paper presented at 2011 ICA Annual Conference, Boston, MA.
- Morris, P. K.** Advertising and the mortgage crisis: A content analysis. Paper presented at 2010 NCA Annual Conference, San Francisco, CA.
- Morris, P. K.** Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the U.S. Paper presented at 2010 AEJMC Annual Conference, Denver, CO.
- Kamerer, D., **Morris, P. K.**, & Heldman, L. Symmetrical communication, social media, and the enterprise: An exploratory study. Paper presented at 2010 The Power to Transform the World Vatican-Marquette Conference, Milwaukee, WI.
- Morris, P. K.**, & Achilles, R. Praying hands: A Christian metaphor. Paper presented at 2010 Popular Culture Association/American Culture Association Annual Conference, St. Louis, MO.
- Morris, P. K.** Gender images in Hurricane Katrina coverage. Paper presented at 2009 International Visual Sociology Association Annual Conference, Cumbria, United Kingdom.
- Morris, P. K.** Driving gender: An analysis of U.S. auto ad visuals 1925-2005. Paper presented at 2009

Feminist Research Methods International Conference, Stockholm University, Sweden.

Morris, P. K. A new way to look at culture and its influence on advertising around the world. Paper presented at 2008 AEJMC Annual Conference, Chicago.

Morris, P. K. Gender in print advertisements: A snapshot of representations from around the world. Paper presented at 2006 ICA Annual Conference, Dresden, Germany.

Lee, S, & **Morris, P. K.** Culture and advertising: An empirical study of cultural dimensions on the characteristics of advertisements. Paper presented at 2005 ICA Annual Conference, New York.

Morris, P. K. Comparing cultures with metaphors in German and American advertisements. Paper presented at 2004 ICA Annual Conference, New Orleans, LA.

Morris, P. K. Overexposed: Issues of public gender imaging. Paper presented at 2004 ICA Annual Conference, New Orleans, LA.

Morris, P. K. Women in advertisements across cultures. Paper presented at 2003 AEJMC Annual Conference, Kansas City, MO.

Morris, P. K. Website use and the relationship of image on the organization. Paper presented at 2003 ICA Annual Conference, San Diego, CA.

WORKS IN PROGRESS

Going to the other side of the world: Teaching social justice campaigns to make a difference in society (preparing to submit to *Journal of Advertising Education*)

Yang, J., Rheu, M., Ekpo, A. E., **Morris, P. K.**, Rivera, Y., & Luo, H. Enhancing student learning in higher education: Exploring Course and assignment design in the age of AI (looking for funding opportunities)

Student-run agencies: Complexities, curiosities, and questions (preparing to submit to PRSA Educators Academic Summit 2024)

Value of team teaching: Professor perspectives (preparing to submit to *Communication Teacher*)

Airports as third Spaces: How advertisements create an environment and identity (writing literature review, method development)

TEACHING AND ACADEMIC RESEARCH POSITIONS

Loyola University Chicago

2008 – Present

- COMM 100 School of Communication Seminar
- CMUN 160 Communication Practices
- COMM 200 Digital Communication and Society
- COMM 211 Principles of Advertising
- COMM 212 International Advertising Rome Center (Italy)
- COMM 215 Ethics & Communication

- COMM 278 International Public Relations (England)
- COMM 316 Advertising Creative Copywriting
- COMM 329 Design for Advertising and Public Relations
- COMM 337 Multimedia Commercial Production
- COMM 345 Student Agency – Inigo Communications
- CMUN 350 Advanced Advertising Applications
- CMUN 351 Media Planning
- COMM 363 Research Methods for Advertising/PR
- COMM 366 Observing and Measuring Communication Behavior
- COMM 370/470 Special Topics in Ad/PR Social Justice Campaigns in New Zealand
- COMM 370 Special Topics in Ad/PR Advertising Issues: Effects, Ethics, and Law
- COMM 386 Advertising/PR Capstone
- COMM 391 Advertising/PR Internship
- COMM 398 Advertising/PR Directed Study
- COMM 415 Research Methods: Discovering and Investigating Stories
- COMM 421 International Advertising in China – The Beijing Center (China)
- COMM 421 Global Media and K-Culture (South Korea)
- COMM 422 Global and Multicultural Audiences
- COMM 441 Global Strategic Communication Capstone
- MARK 425N Business Communication
- WSGS 390 Women Studies and Gender Studies Directed Study
- WSGS 498 Women Studies and Gender Studies Practicum

DePaul University, Chicago

2007 – 2008

- CMN 553 Media Planning
- CMN 391 Media Planning
- CMN 553 Principles of Advertising

University of Nebraska – Lincoln, NE

2004 – 2006

- JOUR 103 Visual and Aural Literacy
- JOUR 142 Visual and Aural Literacy
- ADV 357 Communication Research and Strategy
- ADV 437 Communication Research and Strategy
- ADV 460/860 Advertising Media Strategy
- ADV 489/889 Advertising and Public Relations Campaigns
- Directed honors papers in various classes as needed

FELLOWSHIPS AND GRANTS

Center for Engaged Learning, Teaching & Scholarship (CELTS) Faculty Fellow

Loyola University Chicago, 2022-2024

Faculty Seminar Fellowship

Television Academy Foundation, November 2017

Summer Research Grant (\$7,000)

Loyola University Chicago, Summer 2015

Summer Research Grant (\$7,000)

Loyola University Chicago, Summer 2012

Semester Research Leave

Loyola University Chicago, Spring 2012

Fellowship Grant Direct/Interactive Marketing Seminar for Professors (\$2,100)

Direct Marketing Educational Foundation, Sponsored by R.L. Polk and R.R. Donnelley, 2004

HONORS AND AWARDS

Top Teaching Paper “Going to the other side of the world: Teaching social justice campaigns to make a difference in society,” Advertising Division, AEJMC Annual Conference, August 2024

Top Teaching Paper (with M. Rheu) “New approaches for teaching advertising: Looking through the lens of social justice to affect career behaviors and choices,” Advertising Division, AEJMC Annual Conference, August 2023

School of Communication Teaching Award, Loyola University Chicago, April 2019

Top Teaching Paper “Team teaching creative applications for advertising and public relations,” Advertising Division, AEJMC Annual Conference, August 2013

World’s Best Professor Award, Spirit Week, Loyola University Chicago, October 2010

Chicago Architecture Foundation Docent 15-Year Recognition Award, April 2009

Outstanding Teaching Assistant Award 2002-2003 academic year, April 2003

EXHIBITS

“Visuals in the urban landscape: Outdoor advertising images around the world”
School of Communication, Loyola University Chicago, September 2018

PANELS

“Teaching advertising through the social justice lens: What ad professors should know” accepted for
AEJMC Annual Conference, Philadelphia, PA, August 2024 (co-organizer and panelist)

“Seamless advising” Focus on Teaching & Learning: Spring 2022, Loyola University Chicago, January
2022 (co-organizer and panelist)

“Designing the Internship Course” AEJMC Annual Conference, Virtual, August 2021 (co-organizer and
panelist)

“Helping students practice diversity in advertising” Focus on Teaching & Learning: Fall 2018, Loyola
University Chicago, August 2018

“Internships and Careers Interest Group Preconference Roundtable,” “Career Potential and Growth

Opportunities with the Newsroom for Those with Innovative Skills,” and “Generational Divides: preparing Gen Y and Z Students to Work with Gen X and Boomers” AEJMC Annual Conference, Virtual, August 2020 (co-organizer and panelist)

“Creativity in the shifting digital era: Training our future practitioners” AEJMC Annual Conference, Toronto, August 2019 (organizer and moderator)

“Assessing creative assignments” Focus on Teaching & Learning: Fall 2018, Loyola University Chicago, August 2018 (organizer and moderator)

Open access publishing panel, Loyola University Libraries’ programming for Open Access Week, October 2014 (panelist)

“Inquiry and the Women and Leadership Archives: Creative collaborations” Focus on Teaching & Learning: Fall 2014, Loyola University Chicago, August 2014 (co-organizer and panelist)

“Connecting interdisciplinary learning: Team teaching broadcast multimedia commercial production for integrated marketing communication” presented at Broadcast Education Association Annual Convention, Las Vegas, NV, April 2014 (organizer and presenter)

INVITED TALKS

“Beauty through outdoor advertisements across cultures: A content analysis approach” UNIV 102-107 Research Methods, Loyola University Chicago, February 2019

“Collaborating with South Korea to learn the world’s people: Teaching research methods across cultures” Faculty Center for Ignatian Pedagogy, Loyola University Chicago, April 2018

“Service learning for communicators and other fields with a mission” Focus on Teaching & Learning: Spring 2015, Loyola University Chicago, January 2015

“Team teaching creative applications for advertising and public relations” Focus on Teaching & Learning: Spring 2013, Loyola University Chicago, January 2013

“Advertising images: Reflections and temptations” Faculty Speaker Series School of Communication, Chicago, October 2010

“Visuals in mass communications” Visual Sociology Research Network, American Sociological Association Annual Meeting, Atlanta, GA, August 2010

“As seen in public” Libraries’ Academic Committee Speakers Series, University of Nebraska – Lincoln, NE, February 2006

PRESS

Advertising Students and Faculty Work on Research. *Loyola University Chicago School of Communication Newsletter and Website*, June 12, 2020

Loyola Scholars Attend Virtual Conference. *Loyola University Chicago School of Communication Newsletter and Website*, August 20, 2020

Teaching and Assessment Spotlight, Faculty Center for Ignatian Pedagogy, November 6, 2017

Seeing is believing? Pamela Morris, PHD, studies representations of women in advertising. *Loyola: The Magazine of Loyola University Chicago*, Spring 2013, p. 30.

Finding culture and creativity in advertising. E. Study, *Loyola University Chicago School of Communication Website*, April 23, 2013

“Grotesque” fashion ads win over consumers. B. Farb, *Medill Reports Chicago*, April 30, 2010

SELECTED ACADEMIC SERVICE

Member, Faculty Council SOC Representative	2024 – 2026
Chair, Advertising & Digital Design Position Search Committee, SOC – Doug Schiff hire	2024
SOC Curriculum Committee Member	2019 – 2022
Chair, Tenure Review P&T Committee (for Dr. Jing Yang and Dr. Chris Yim)	2022 – 2023
Member Mid-Career Review P&T Committee (for Dr. Taeyoung Kim)	
SOC Five-Year Strategic Plan Task Force Member	2020 – 2022
Chair, Computational Advertising Position Search Committee, SOC – Dr. Jing Yang hire	2020 – 2021
Chair, Mid-Career Review P&T Committee (for Dr. Jing Yang and Dr. Chris Yim)	2019 – 2020
Member, Tenure Review P&T Committee (for Dr. Florence Chee)	2019 – 2021
Mentor tenure track faculty during pre-tenure including with timelines and suggestions	2018 – Present
SOC Instructor of the Year Committee Member	2019 – Present
Proposed and coordinate Advertising/Public Relations and Global Strategic Communication Study Abroad Courses for spring and summer	2019 – Present
Center for Digital Ethics & Policy Advisory Board	2019 – 2021
SOC Graduate Review Task Force Member	2019 – 2022
Search Committee Member, Dean of SOC Position – Dr. Hong Cheng hire	2018 – 2019
Developed and gained approval for Minors in Advertising and Public Relations creating more opportunities for students from other non-communication disciplines	2018
SOC Scholarship & Outstanding Student Award Committee Member	2017 – Present
Developed and gained approval for revised Advertising/Public Relations program curriculum reflecting digital and industry trends	2017 – 2018

Gained approval for and in some cases initiated new courses:	2017 – 2018
<ul style="list-style-type: none"> • COMM 213 Digital Foundations • COMM 336 Search and Display Advertising • COMM 345 Student Agency • COMM 375 Media Relations • COMM 332 Social Media Advertising • COMM 334 Mobile Advertising 	
Directed students in developing and coordinated Advertising/Public Relations Spring Awards and Reception; made award entries more inclusive for all program disciplines and added industry key note speaker	2017 – 2022
Created and gained approval for 5-Year Advertising/Public Relations BA/Global Strategic Communication MS program and curriculum, and later revisions to be parallel to changes in undergraduate program	2017 – 2018
Chair, Digital Advertising Position Search Committee, SOC – Dr. Jing Yang hire	2016 – 2017
Chair, Advertising Creative Position Search Committee, SOC – Robert Akers hire	2016 – 2017
Faculty Council, Academic Affairs Committee Member	2015 – 2017
Faculty Representative, Graduate Studies Coordinating Board	2015 – 2017
COMM 175 Introduction to Communication Course Review Committee	2014
SOC/Loyola University Chicago Strategic Plan Committee member	2014
Collaborated and gained approvals for new Advertising Creative Major and curriculum	2014
Worked with team to develop new Global Strategic Communication Master’s Program	2013 – 2014
Created and gained faculty approval for permanent status of two new team-taught courses:	2013
<ul style="list-style-type: none"> • COMM 329 Design for Advertising and Public Relations • COMM 375 Multimedia Commercial Production for Advertising and Public Relations 	
Interviewed by Dr. John Hardt, Assistant to the President for Jesuit and Catholic Identity, for Loyola’s mission video, April 10, 2013	2013
Developed writing intensive version for COMM 316 Advertising Creative Copywriting course	2012
New Student Convocation and book discussion group leader, August, various years	2012 – 2019
Loyola University Chicago Faculty Development Review Committee (elected 3-year term)	2010 – 2013
Search Committee Member - Advertising and New Media Position – Dr. Seung-Chul Yoo hire	2011 – 2012
Communication Career Week	2010 – Present
<ul style="list-style-type: none"> • Attended, participated in resume and interviewing workshops, and provided speaker contacts in various years 	
Faculty Research Mentor	2010 – Present
<ul style="list-style-type: none"> • <u>Graduate Research Symposium</u> • April 21, 2018, paper and students included: 	

- “Breaking through: Challenges for professional women in the Indian advertising industry” by Kristin Trehearne Lane (Women’s Studies and Gender Studies) and Omkar Todkar (School of Communication)

Undergraduate Research Symposium

April 20, 2024, paper and student included:

- “Graphic Images: Heart Wrenching or Horrifying” by Marisa Panella

April 13, 2019, papers and students included:

- “Advertising and Ethics: Theme Segmentation and Community Segregation on Chicago’s Rapid Transit System” by Ava Francesca Battocchio

- “Great Lakes Preservation among College Students” by Ali Gornbein (presenter), Nausheen Baig, and Cait Greeley

April 21, 2018, paper and student included:

- “Representation and Advertising” by Kira Hutson (Women’s Studies and Gender Studies)

April 18, 2015, paper and student included:

- “Machismo in Latin American Culture and Advertising” by Mary Beth De Haas

May 25, 2010, papers and students included:

- “I’m lovin’ it’ around the world: A cross-cultural comparison of McDonald’s advertising” by Connor Dearing

- “Concepts of Beauty: France versus United States” by Katharine Nichols

Journal Paper Reviewer	2009 – Present
<i>International Journal of Communication</i> , 2013	
<i>Journal of Promotion Management</i> , 2010, 2016, 2017, 2021, 2022	
<i>Journal of International & Intercultural Communication</i> , 2009	
Loyola University Museum of Art Faculty-Staff Advisory Board	2009 – 2017
SOC Promotion & Tenure Committee	2009 – 2011
<ul style="list-style-type: none"> • Part of creating and gaining approval of Non-Tenure Track Faculty Guidelines and Evaluation Procedures • Part of creating draft Tenure Track Faculty Guidelines and Evaluation Procedures 	
CMUN 175 Introduction to Communication Course (replacement for CMUN 150/160) Development Committee	2009 – 2010
School of Communication Lobby Exhibition Committee	2009 – 2010
<ul style="list-style-type: none"> • Brainstormed, developed list of potential exhibits, investigated/reported on selected topics • Organized American Red Cross “Our World at War: Photojournalism Beyond the Front Lines” exhibit, including installation/strike-down, marketing/public relations support, student docent core, opening reception attended by 100+, and multiple corporate auxiliary activities, fall 2009 	
Presidential Achievement Competition, interviewed presidential scholars competing for full-tuition scholarships, various years	2009 – Present
Attended all May and most December Commencement/Graduation Receptions, Marshal 2009	2008 – Present
Search Committee Member – Public Relations and New Media Position –	2008 – 2009

Dr. David Kamerer hire

Search Committee Member for all three assistant/associate professor searches conducted during academic year: Advertising, Broadcasting and News Editorial positions 2005 – 2006

Visual and Aural Literacy curriculum development for interdisciplinary program with Architecture and Interior Design, Fine and Performing Arts and Textiles and Fashion Design 2004 – 2006

Graduate Thesis Advisor, papers and students include: 2004 – 2006

- "Understanding the consumer: Celebrity endorsement advertising in America and China" by Weiqin Zhao, 2006 (initial development, outline, and model)
- "Institutional Image and the World Wide Web: How universities are perceived by high school students" by Elizabeth L. Roscovius, 2006
- "Four factors of communication competence within four-year colleges and universities in Nebraska: Perceptions of presidents and communication decisions" by Jane-Stewart Brown Engebretson, 2005

Scholarship Committee Member – made award selections for advertising and PR students 2004 – 2006

Supervised multiple Teaching Assistants and Student Workers 2004 – 2006

Led recruitment efforts for advertising sequence with potential student/parent tours, attended events and provided student work samples and testimonials 2004 – 2006

Photo Illustration Contest Judge for Nebraska State Journalism Championships, April 2006 2006

Guest lecturer about advertising literacy for CEHS 200 Professor/Teaching, Learning, and Teacher Education class, May 2006 2006

Vice President, National Doctoral Association 2002 – 2003

Faculty escort for Ad Club benchmark trip; toured six advertising agencies in New York City 2001 - 2003

PROFESSIONAL DEVELOPMENT

Plan on attending AEJMC Advertising Division workshop, “AI and beyond - Synchronizing timeless principles in today’s realities in advertising education,” Philadelphia, PA, August 2024 2024

Attended AEJMC Advertising Division workshop, “Innovating data storytelling and visualization with AI & ChatGPT,” Washington D.C., August 2023 2023

Attended AEJMC Advertising Division workshop, “Living in a virtual world: Learning how to navigate virtual 2.0 coming out of the pandemic,” virtual August 2021 2021

Attended AEJMC Advertising Division workshop, “Embracing diversity and inclusion across the advertising curriculum: Learning from the pros,” virtual August 2020 2020

Office of Online Teaching OTC Intensive Workshop Certificate, May 2020 2020

Ethics in Advertising Certificate, 2019, 2021, American Advertising Federation, Institute for Advertising Ethics 2019 – 2022

Participated in Focus on Teaching & Learning, Loyola University Chicago,	2013 – Present
Earned Ignatian Pedagogy Certificate, sponsored by Faculty Center for Ignatian Pedagogy, Loyola University Chicago, May 2017	2013 – 2017
Participated in three-day workshop, “Designing Courses for Significant Learning,” guided by Dee Fink & Associates, May 2016	2016
Attended Center for Digital Ethics & Policy Annual Symposium on Digital Ethics, various years	2012 – Present
Case Writers’ Workshop Competition Judge, Direct Marketing Association Annual Conference	2008, 2017
Spring Basic Direct Marketing Course, Chicago Association of Direct Marketing, Chicago	2007
<ul style="list-style-type: none"> • Direct Marketing Plan Competition Winner, May 2007 • Certificate of Completion 	
Chicago Association of Direct Marketing/Education Foundation Trustee	2006 – 2018
<ul style="list-style-type: none"> • Integrated Marketing Communication Academic Roundtable, May various years • Integrated Marketing (Results) Conference, May 2009; May 2010; May 2011 • DM Days April 30-May 1, 2007 (co-chaired Database Sub Committee) 	
Peer Review of Teaching Project, University of Nebraska – Lincoln, NE	2005 – 2006
Direct/Interactive Marketing Seminar Certificate, Direct Marketing Educational Foundation	2004
Certificate in University Teaching, Future Professoriate Project of the Graduate School at Syracuse University, 2005	2005
Future Professoriate Program, Syracuse University	2001 – 2004
American Association of Advertising Agencies, Institute of Advanced Advertising Studies, University of Southern California, Los Angeles, CA	1983

ACADEMIC AND PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Association for Education in Journalism and Mass Communication (AEJMC)

- Advertising Division
- International Communication Division
- Internship and Career Interest Group
- Communications 2023 to 2024
- Co Vice Head 2019 to 2021
- Research/Teaching/Paper/Programming Committee Chair 2018 to 2021
- Paper reviewer for Annual Conferences, various divisions
- Respondent and discussant for various sessions

International Communication Association (ICA)

- Intercultural Communication Division
- Visual Communication Studies Division

- Secretary Historian, elected office, 2005 to 2006
- Paper reviewer for Annual Conferences, various divisions
- Respondent and discussant for various sessions

American Academy of Advertising (AAA)

- Paper reviewer for Annual Conferences

Broadcast Education Association (BEA)

National Communication Association (NCA)

Popular Culture Association/American Culture Association (PCA/ACA)

- Advertising Division Session Foreign and Cultural Session Chair, Annual Conference, Washington D.C., March 2013
- Advertising Division Assistant Coordinator for Annual Conference, San Antonio, TX, April 2011

American Marketing Association (AMA)

- Chaired seminars, arranged guest speakers and presentations, secured and managed marketing, publicity and sponsorships for events, including:
 - *Concerned about a Mature Market? Excavate the Potential in Your Business by Mining the Value Chain*, Chicago, May 15, 2001
 - *New Product Development Success Insurance*, Chicago, February 8, 2000

Chicago Association of Direct Marketing Educational Foundation (CADMEF)

- Trustee, 2007 to 2014
- Attended Okner Direct Marketing Collegiate Symposium 2013 Concordia University Chicago
- Co-chair Okner Direct Marketing Collegiate Symposium 2008 and 2009 Loyola University Chicago; 2010 Northern Illinois University, DeKalb, IL; 2011 University of Wisconsin, Whitewater, WI; 2014 Loyola University Chicago in partnership with the School of Business

Chicago Association of Direct Marketing (CADM)

- Co-chaired Database Sub Committee for DM Days April 30-May 1, 2007