

Professor Program organized by AAA and AEF. The five-day program focused on the theme “Before and after: Marketing and advertising in the age of Coronavirus,” which was designed to connect researchers and professionals to share insights about the advertising community.



Ellie Yang

This virtually online program attracted more than 150 faculty and students and consisted of interactive sessions for keynote speeches from well-known companies such as Ogilvy, IBM, Facebook, and McCann. The program was full of thoughts that helped pave the way for future advertising research and teaching.

I was intrigued most by the conversations about the intersectionality of media technology and advertising. The Ogilvy team shared their experiences on their marketing strategies for millennials through harnessing social media trending and video techniques, which echoed my research interest in digital advertising for niche markets. The AI tool developed by IBM was fascinating as it provided an efficient way for small marketing agencies to integrate massive online data for strategy making at less expense. Raja Rajamannar, the Chief Marketing Officer of Mastercard, shared his forward thoughts about business tactics in the ever-evolving industry, which initiated a lively discussion about technology disruption for marketing practices. Those novel techniques I learned from them could not only spark my research ideas but also assist in curriculum development on teaching cutting-edge media technologies in advertising.

Apart from gaining knowledge in technology, I was also touched by the diversity, equity, and inclusion (DEI) values the program advocated. The McCann Worldgroup presented the project “Diversity, Equity & Inclusion in Advertising: The Business Imperative in Our New Normal,” aiming to raise the awareness of inclusiveness and diversity in the marketing

business. Their demonstration of the benefits of inclusiveness and diversity for marketing growth was convincing and compelling. The value of DEI is particularly essential for brand image building during an ongoing global pandemic.

Last but not least, I enjoyed very much the breakout session and sharing of key take-aways the program designed. Such interactive activities connected me with other attendees; we learned about some exciting computational advertising projects together. We also exchanged opinions about establishing an engaging classroom, keeping pace with technology innovation, and reflecting DEI values in research, along with opportunities for collaboration in the near future. As a graduate student on the job market, I was excited to learn about some emerging job openings in the fall. In all, I appreciated the AAA–AEF organizers very much for providing us with a great digital space to bond and network in a scholarly community. I highly encourage peers and fellows to join this event next year! 

Have Items for the Newsletter?

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

Send your news items to the Editor, Joonghwa Lee, by **January 15**, at joonghwa.lee@und.edu.

Ellie Yang Bio:

Ellie Yang is a Ph.D. candidate at the University of Wisconsin-Madison. Her research focuses on optimizing digital media and message effects for strategic communication. By applying computational and conventional approaches, she observes digital communication patterns among the targeted populations and provides insight into communication strategies tailored for behavior change. She also specializes in social and mobile media analytics. Her work has been published in the International Journal of Communication, Journal of Health Communication, Chinese Journal of Communication, Journal of Geovisualization and Spatial Analysis, and Journal of General Internal Medicine, among others. Prior to joining the Ph.D. program, she worked as an online video editor in a media agency in Hong Kong.