Advertising, Public Relations, and Retailing

Teaching Resources in Advertising

Advertising Division of the Association for Education in Journalism and Mass Communication. Links to syllabi exchange offering a variety of advertising courses, and a newly formed case study exchange, plus other information of interest to advertising educators.
http://aejmc.net/advertising/ [1]

Journal of Advertising Education (A publication of the Advertising Division of the Association for Education in Journalism & Mass Communication). Focuses on teaching methodology, curriculum, accreditation, administration, and other issues related to teaching advertising. Cumulative index available online from Vol. 1, summer 1996, to the present issue. Subscription required or membership in AEJMC.
http://www.aejmc.net/advertising/JAEWeb/JAEindex.html [2]

Advertising Resources (Online Communication Studies Resources, University of Iowa). Annotated links to materials and information useful for teaching advertising. Also links to online resources for teaching specific topics such as political advertising and gender or race and ethnicity in advertising.
http://www.uiowa.edu/~commstud/resources/advertising.html [3]

Advertising Educational Foundation (AEF). AEF is the advertising industry’s provider and distributor of educational content to enhance the understanding of advertising. Provides classroom resources such as online case studies, syllabi, and book excerpts; professor resources; exhibits; and information about the advertising industry.

Emergence of Advertising in America: 1850-1920 (Duke University Libraries Digital Collections). An award-winning site with over 9,000 images, with database information, relating to the early history of advertising in the U.S.
http://library.duke.edu/digitalcollections/eaa/ [5]

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Teaching Resources in Public Relations

Public Relations Division of the Association for Education in Journalism and Mass Communication. Homepage of this division with information on competitions for faculty and graduate students, newsletter, and Journal of Public Relations Research. [6]

Teaching Public Relations: Index Tips about effective teaching from the Association for Education in Journalism and Mass Communication public relations division. Links to online titles since 1991. [7]

Teaching PR (Karen Miler Russell, University of Georgia). Part blog, part teaching resource, this website offers PR information for both faculty and students. “The Week’s Best” contains weekly links of interest in PR education. Also see methods for teaching a PR campaign, and a slide show presentation on Classroom Diversity: Inclusiveness in Communication Skills Classes. [8]

Online Magazine Platform: public relations out loud. Platform seeks to create an online community in the field of public relations, including educators, students, and practitioners. Articles include diversity issues, ethics, and other areas of interest to those in PR. [9]

“Teaching Public Relations in a Crisis: The Terrorist Attacks on the United States” by Gayle M. Pohl (University of Northern Iowa). Describes how the author used 9/11 as a case study in crisis communication/public relations in an undergraduate PR class. [10]


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Teaching Resources in Retailing

“Teaching Retailing and Merchandising: An Experiential Approach” by Victoria Seitz and Nabil Razzouk, California State University San Bernardino. Reports on the use of a student run store, the Retailing and Merchandising Laboratory, as the practical component of an introductory merchandising course. [12]

Teaching Tips for Teaching Marketing (American Marketing Association). Links to teaching resources for marketing educators such as syllabi and teaching materials (games and simulations, assignments, videos, etc.) for undergraduate and graduate courses.
Marketing Education Review: The Journal for the Scholarship of Teaching in Marketing Education
Focuses on articles to promote innovative approaches to curriculum courses, delivery systems, and other relevant issues important to marketing faculty.
http://www.marketingeducationreview.com/

International Journal of Marketing Education
Publishes articles aimed at enhancing marketing education worldwide.
http://www.senatehall.com/

Marketing Educators’ Association (MEA).
An association dedicated to advancing the practice and scholarship of marketing education. Annual conference, journal, annual award.
http://www.marketingeducators.org/

Journal of Marketing Education (Sponsored by the Marketing Educators’ Association, MEA).
An international journal publishing articles on the latest techniques in marketing education, emphasizing new course content and effective teaching methods. Full texts of articles appear online first as PDFs before they appear in print.
http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal200864

American Collegiate Retailing Association.
Dedicated to fostering quality retail education at four-year and graduate schools.
http://acraretail.org/

Retail Education Today.
Online newsletter of the American Collegiate Retailing Association, ACRA. Links to newsletters from December 2004 to the current newsletter.
http://acraretail.org/content/?page_id=246

Teaching Retailing (David F. Miller Center for Retailing Education and Research, U of Florida).
Links to retailing management instructors’ syllabi, support materials tied to a key textbook in the field, and a monthly online retail management newsletter with a mini-case that includes student discussion questions.
http://warrington.ufl.edu/centers/retailcenter/teach/

Michigan State University Teaching Resources in Advertising, Public Relations, and Retailing

MSU Department of Advertising, Public Relations, and Retailing.
http://cas.msu.edu/places/departments/advertising-pr/

Advertising & Marketing Research (MSU Libraries, Kara Rawlins, page coordinator).
Annotated list of print resources in the MSU Business Library and links to Internet and electronic resources.
http://libguides.lib.msu.edu/advertising
These resources were compiled and annotated by Lois Rosen, Ph.D., Instructional Consultant for the Office of Faculty and Organizational Development, Michigan State University.