

Advertising Division Call for Panel Proposals
2027 Annual Conference in Chicago, IL
Deadline: October 9, 2026

This is an open call to members of the Advertising Division to propose a panel for the 2027 AEJMC conference in Chicago, Illinois, August 9-12, 2027.

The Advertising Division accepts and hosts or co-hosts three types of panel proposals each year: Professional Freedom & Responsibility (PF&R), Teaching, and Research. Other topics, however, will also be considered.

PF&R panel proposals should in some way address the role that advertising plays in society. Examples of the types of topics a PF&R panel should address include the relationship between ethics and advertising; freedom of expression and its implications on advertising content; implications and potential impacts of positive or negative representations of race, gender, sexual identity and/or cultural identity in advertising; diversity, equity, and inclusion (or lack thereof) in advertising content, advertising education, and/or the advertising industry.

Teaching panel proposals should address topics related to curriculum development and course design OR practical suggestions and recommendations that can be implemented in the classroom. Examples of the types of topics a teaching panel should address include approaches to designing a specific course (e.g., campaigns, research methods, data analytics); “best practices” for teaching a specific topic or skill (e.g., incorporating external clients into a course, online assignment or project portfolios); innovative uses of technology and/or social media in the classroom; preparing graduate students to teach their own classes; strategies for introducing issues of diversity and inclusion in classroom discussion and assignments; or preparing students for graduate education, internships, and careers.

Research panel proposals should address topics that are relevant to advertising research and theory development. Research panel proposals could take a broad view and address topics, such as how data and data analytics are influencing advertising research; comparing inductive and deductive approaches to theory development; or the importance and difficulty of replicating research results. Proposals also could address more focused topics, such as advantages and disadvantages of different research software packages and their applications to research; tips for surviving the manuscript or book proposal review process; conducting research with “interdisciplinary” research teams; and the use of big data and other emerging methods in advertising research.

The list of examples above is not exhaustive; rather, it is intended to give you an idea of the types of topics that have been accepted or have received strong consideration for acceptance in the past. We encourage you to think creatively and propose panels that address topics you are passionate about and that you think address issues that the members of our division should be thinking and talking about.

Proposals are due by 11:59 p.m. (Eastern Time) on October 9, 2026.

Format of Proposal

Please include EACH of the following items when submitting your proposal(s):

1. Proposal author's name, affiliation and email address
2. Proposal type: PF&R, Teaching, Research, or Other
3. Proposal title
4. Description of panel content—not to exceed 250 words
5. Rationale for proposal*—not to exceed 250 words
6. Proposed panel moderator – indicate if confirmed or in planning/seeking/open for suggestions from division or co-sponsors
7. Panelists / proposed panelists—include titles and affiliations for each panelist; indicate if confirmed or in planning/seeking/open for suggestions from division or co-sponsors
8. Panel co-sponsor (if relevant)—name, affiliation, contact information (email only), name of division or interest group.

*Rationale for proposal should briefly explain why your proposal is relevant to the members of the Advertising Division and what gap in knowledge it will fill and/or how the panel will enhance the study, practice and/or teaching of advertising.

Timeline and Submission of Proposal

Proposals will be accepted until **11:59 p.m. (Eastern Time) on Friday, October 9, 2026.**

Proposals should be submitted as a Microsoft Word document or pdf file and sent as an attachment to an email to Mengtian Jiang at mengtian.jiang@uky.edu. **Please include the following in the subject of your email: “2027 AEJMC Panel Proposal”.** Notification of acceptance will be made in early December.

Please feel free to contact the Advertising Division Vice Head, Mengtian Jiang, with any questions about preparing your panel proposal, potential co-sponsors, review process, etc.

Quick tips to increase likelihood of acceptance:

1. **Collaboration.** Most, if not all, of our panel discussions are co-sponsored with other divisions or interest groups. So, please consider crossover and possible excitement from members and attendees of other groups when planning proposal content and likely panelists. A list of AEJMC divisions and interest groups can be found at

<http://www.aejmc.org/home/about/groups/>

Certainly, you are not required to find a co-sponsor to submit a panel proposal, but it may be worth your time to think about other divisions or interest groups that could serve as co-sponsors. The Advertising Division might even ask you if you would revise the panel to work with a co-sponsor.

If you do decide to submit a proposal with a co-sponsor, please try to balance speakers who are relevant to both divisions or interest groups (e.g., a panel co-sponsored with the Mass Com and Society division should not be exclusively from the advertising field).

2. **Specificity.** The more you can describe the session flow, topics covered, role of participants, materials covered or distributed to attendees, or attendee take-away learning outcomes, the more likely the Advertising Division and our collaborators can evaluate your proposal favorably. We know things will change closer to the conference so the more thematically sound the session proposal is, the easier it might be to find participants if people drop out (we know some panelists might cancel before the conference date). Designating panelists of the other division(s)/interest group(s) you think most relevant is advisable.
3. **Timeliness.** The more topical, relevant, and issue(s) facing academe and/or industry the more likelihood the Advertising Division and our co-sponsors will be able to accept the panel proposal. AND Early, pre-deadline submissions are very much encouraged. That gives the Advertising Division more time to work to solidify a co-sponsor agreement for your panel.
4. **Flexibility.** Please recognize we are accepting panels to meet member needs and often the needs of collaborators. The more flexibility you have to work with divisions' vice heads to accept suggestions regarding speakers or format the more likely the panel is to be accepted considering the limited number of slots we receive for these types of panels.
5. **Diversity.** The more diverse the panelists background, the greater the likelihood to have the panel proposal accepted.
6. Lastly, please remember a panel is not an opportunity to merely present a paper. While some referenced research is certainly acceptable, these panels are to encourage dialogue, debate, and forward-thinking discussion. Please reserve the submission of research manuscripts to the regular call for papers.