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Research & commentary on  
 instruction, curriculum & leadership  
 in advertising education

**Journal of Advertising Education**

**EDITORS**  
**Jami Fullerton, PhD**  
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 and  
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# Journal of Advertising Education

## Editorial Focus

The **Journal of Advertising Education** is a peer-reviewed academic journal dedicated to research and commentary on instruction, curriculum and leadership in advertising education. In addition to traditional research, the journal publishes articles and opinion pieces, teaching tips, reports and books/software reviews.

## History

The Journal began in 1995 as an initiative of the Advertising Division of AEJMC. There have been a total of four editorships, including the founding editor – Professor Keith Johnson. Prof. Mary Alice Shaver edited the journal until 2005 when Prof. Pat Rose became editor. Profs. Jami Fullerton and Alice Kendrick began their term as co-editors with the Spring 2011 issue (Volume 15, Number 1). The journal has always been self-published by the Advertising Division of the Association for Education in Journalism and Mass Communication.

## Audience

The primary readership of the journal consists of U.S. advertising professors, administrators and mass communication graduate students.

Visit the journal and view the cumulative index at <http://www.journalofadvertisingeducation.org>

## Recent Content

**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

## Manuscript Submissions

**Refereed Articles:** Preference is given to manuscripts that break new ground, have a theoretical base and/or some form of validation or testing method. Topics include but are not limited to teaching methodology, curriculum, accreditation or administration. All methodologies considered; all papers will be peer reviewed.

Email (with attachments) all submissions to:  
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## Review Procedures

Manuscripts are reviewed independently by three members of the JAE Editorial Review Board and by ad hoc reviewers chosen by the editors. The reviews are double blind – neither authors nor reviewers know the identity of the others. The evaluations and recommendations of the reviewers guide the editors. It is the policy of JAE that manuscripts submitted for review must not have been published or be under consideration for publication elsewhere.

For more details on submissions visit:  
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