

## **STRATEGIC COMMUNICATION: Advertising and Public Relations**

### **The Gaylord College, University of Oklahoma**

The Gaylord College of Journalism and Mass Communication at the University of Oklahoma seeks a tenure-track assistant professor primarily in advertising; however, the ideal candidate will be able to teach in both advertising and public relations.

A master's degree and professional experience are required. Evidence of potential for scholarly research or creative activity is also required. Preference will be given to a candidate with a completed Ph.D. by August 2013. Candidates with significant professional experience will also be given preference in the selection process.

Candidates who are able to teach courses in the digital/ interactive and creativity disciplines are particularly encouraged to apply, as are women and men of ethnically diverse backgrounds. These include, but are not limited to, African-Americans, Asian-Americans, Latinos, and Native Americans. The university welcomes the creativity and unique contributions which diversity offers to students preparing to work in a modern society.

The Gaylord College of Journalism and Mass Communication was founded in 2000, after a generous gift from the family of Edward L. Gaylord, owner of the Oklahoma Publishing Company. The Gaylord College is becoming one of the leading centers of mass communication teaching and scholarship in the United States. The College has a state-of-the-art Gaylord Hall completed in 2004 and expanded in 2009. A 4,500-square-foot strategic communication area includes the student-run Lindsey+Asp advertising and public relations agency. New faculty will take an active part in the growth of the College through superior teaching, innovative curriculum development, and notable research or creative activity. They will join a highly engaged strategic communication faculty of nine that includes leading advertising and public relations academics in both research and creativity. The College offers the BA, MA, and Ph.D. in journalism, advertising and public relations, and media arts and a master's (MPW) degree in professional writing.

The University of Oklahoma is located in Norman, a dynamic and growing part of the Oklahoma City media market. Norman has a diverse population with numerous artistic and cultural opportunities, a variety of restaurants and recreational activities, reasonable housing, and an excellent public school system.

Applications for the search will be reviewed beginning October 15, 2012, and will be accepted until the position is filled. Applicants should provide 1) a letter describing their teaching and professional experience and their areas of research/creative activity interest, 2) a complete curriculum vitae, and 3) names, addresses (both postal and electronic), and telephone numbers of at least three references. Applications should be sent to:

Advertising Search Committee  
Gaylord College, University of Oklahoma  
395 W. Lindsey  
Norman, Oklahoma 73019-4201

The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.  
Women and minorities are especially encouraged to apply.