**ADVERTSING EDUCATOR AWARDS**

Academic leader: David Waller

**Purpose**

Celebrating 50 years of Advertising Education in Australia, the Advertising Educator Awards are a first time event, acknowledging the innovation and excellence of Australian academics. Five Awards, from emerging educators to those with more than 20 years experience, profile all areas of academic service including teaching, research and engagement.

Judged by an independent and international panel of Advertising Academics, the awards will be presented at a Special Session at ANZMAC in Tasmania in December.

All information on the awards, including the submission link, is available on the 50 Years of Advertising Education website. [QUT - 50 years of advertising education](https://www.qut.edu.au/about/faculty-of-business-and-law/school-of-advertising-marketing-and-public-relations/50-years-of-advertising-education)

**Awards:**

**Outstanding Contribution to Advertising Research** honours an Australian academic who has made an outstanding contribution to advertising research. Factors for consideration include (1) the systematic and sustained nature of the research across 20 years or more, (2) the volume of research publications during that time, (3) the quality of the research and the impact factor of journals in which it was published, and (5) the overall contribution of the research to the field of advertising. In addition, (6) only research clearly focuses on or impacts the discipline of advertising and includes an Australian perspective will be considered.

**Outstanding Contribution to Advertising Education** honours an Australian academic who has made an outstanding contribution to advertising education. celebrates sustained and creative excellence in teaching practice, design and development of learning content, combinations of online and in-class learning and related activities. This prestigious award recognizes and celebrates long-term and sustained contribution to advertising education. Factors for consideration include (1) systematic and sustained nature of innovation in teaching across 20 years or more (2) the introduction new teaching approaches, ideas, formats and channels (3) the integration of online learning into on-campus teaching to empower student choice (4) research publication and conference presentations in the area of advertising education (5) teaching awards and acknowledgements and (6) service in the teaching area including leadership.

**Excellence in Advertising Education (Mid-Level Researcher)** honours a faculty member, with 5 to 19 years’ experience, who has demonstrated excellence and innovation in research. Factors for consideration include (1) the systematic and sustained program of published research (2) volume of publications (3) research grant activity (4) contribution as a reviewer or member of editorial board and (5) quality of collaborations.

**Excellence in Advertising Education (Mid-level Educator)** honours a faculty with 5 to 19 years’ experience, who exemplifies innovation and excellence in teaching. Factors for consideration include (1) innovation in teaching (2) examples of effective student learning, and (3) teaching awards or acknowledgements.

**Emerging Advertising Academic Award** honours an Australian academic, with no more than four years teaching experience, who has demonstrated excellence and innovation in advertising teaching and research. Factors for consideration include (1) teaching innovation, (2) development of a research profile, (3) evidence of service to academia and, (4) feedback from colleagues and students.

**Award Guidelines**

1. Applicant must be currently a staff member in the Advertising/IMC area in an Australian University.
2. Address the factors for consideration in the award description.
3. Provide evidence to support your application.
4. Application must be no more than 1,000 words.
5. Submit your application using the following link on this website: [QUT - 50 years of advertising education](https://www.qut.edu.au/about/faculty-of-business-and-law/school-of-advertising-marketing-and-public-relations/50-years-of-advertising-education)

**Enter now**

Competition closes on Sunday, October 6 at 11.59pm.

Winners will be announced at a Special Session on 50 Years of Advertising Education in Australia at ANZMAC in December 2024.