Mission
The AEF is the bridge that connects the advertising, marketing and academic communities. Together we educate and inspire the next generation of talent while advancing the understanding of marketing and advertising in society.

"The single biggest community that will change the future of marketing and advertising is academia."

RAJA RAJAMANNAR
MASTERCARD

We invite you to take full advantage of all AEF offers:

- Campus Speakers Program
- MADE Internship Program
- HBCU Externship Series
- Visiting Professor Program
- Advertising & Society Quarterly
- AEF/ASQ Colloquium
- Race & Ethnicity in Advertising Project
- Marketing Conferences
- aef.com Content

Coming soon:
- Case Study Library
- AEF/SeeHer Curriculum
- Masters on Campus

LEARN MORE AT AEF.COM
Advertising & Society Quarterly (ASQ), distributed by Johns Hopkins University Press Project MUSE, is a scholarly journal devoted entirely to advertising and its relationship to society, culture, history, and the economy. Published quarterly online, ASQ features articles, essays, interviews, roundtable discussions, book talks, and other scholarship relevant to a broad, interdisciplinary audience interested in advertising.

ASQ always seeks interdisciplinary manuscripts written in a clear, accessible style for academics, students, and the industry. ASQ is especially interested in original articles, case studies, works-in-progress, interviews, book reviews, think pieces, pedagogy articles, and revised, shorter pieces from larger works.

Although the journal is based in the United States, we seek articles on advertising anywhere in the world. The journal accepts articles using qualitative and/or quantitative methods. Contact Editorial team at AdSocQuarterly@duke.edu