

ALICE DIANA CADE FERGUSON, PHD

**Advertising Sequence Coordinator
& Assistant Professor, Advertising
Department of Communication
Faculty Office: Burke-Hawthorne 122**

**Graduate Faculty Reappointment Application
Submitted Online September 2018
Office Email: acf6958@louisiana.edu
Office Phone: 337-482-9062**

EDUCATION

**University of Southern Mississippi, Hattiesburg, Mississippi - GPA: 3.811 of 4.0
Doctor of Philosophy in Mass Communication, Cognate in Psychology, August 2, 2013**

**University of Louisiana at Lafayette, Lafayette, Louisiana - GPA: 3.70 of 4.0
Master of Science in Communication, Journalism Focus, May 9, 1992**

**University of Southern Mississippi, Hattiesburg, Mississippi - GPA: 2.922 of 4.0
Bachelor of Arts in Radio/TV/Film, Radio/TV Production Focus, Minor in Photojournalism, May 12, 1984**

FACULTY EXPERIENCE

Advertising Sequence Coordinator and Assistant Professor of Advertising: January 2016-Present

Department of Communication, University of Louisiana at Lafayette, P.O. Box 43650, Lafayette, LA, 70504

- Promoted to Sequence Coordinator in January 2016, while also serving as Assistant Professor/Advertising
- Coordinate advising, course planning and scheduling for Advertising courses
- Modernized the Advertising curriculum for enhanced focus on strategic use of digital and social media
- Helped create and launch a new undergraduate major in Strategic Communication
- Served on departmental reaccreditation preparation team (ACEJMC Diversity & Inclusiveness Standard)
- Teach three classes (graduate and undergraduate) in Fall and Spring semesters
- Teach additional Fall and Spring classes and summer classes as department needs require
- Serve as Summer Department Head as department needs require
- Chair masters thesis and project committees (guide research development, execution and presentation)
- Serve on master's thesis and project committees (advise research development, execution and presentation)
- Advise approximately 50 undergraduate students for academic progress toward graduation
- Conduct faculty research in Advertising and related fields; serve on Department and College committees

Assistant Professor of Advertising: August 2013-January 2016

Department of Communication, University of Louisiana at Lafayette, P.O. Box 43650, Lafayette, LA, 70504

- Promoted from Instructor/ABD in August 2013
- Taught three classes (graduate and undergraduate) in Fall and Spring semesters
- Taught additional Fall and Spring classes and summer classes as department needs require (for additional pay)
- Served as Summer Department Head as department needs require (for additional pay)
- Served on departmental reaccreditation preparation team (ACEJMC Diversity & Inclusiveness Standard)
- Chaired masters thesis and project committees (guide research development, execution and presentation)
- Served on masters thesis and project committees (advise research development, execution and presentation)
- Advised approximately 50 undergraduate students for academic progress toward graduation
- Advised the undergraduate ADClub and National Student Advertising Competition teams
- Conducted faculty research in Advertising and related fields
- Served on Department, College and University committees

RESEARCH & PROFESSIONAL ACTIVITY

Publications:

Kim, D.K., & Ferguson, A.C. (In Press). Social Media by Different Generations: Cultural and Economic Aspects. In *Communication and Social Media: Case Studies in Personal and Professional Relationships*. Mazer, J.P. [Editor]. Oxford, UK: University Press. ['Category A' item: Scholarly Book Chapter/Case Study]

Conference Participation:

Ferguson, A. (2018, August). *Fighting the Memory Thief: An Overview of International Perspectives on Communication, Caregiving and Alzheimer's Dementia*. [Paper]. AUSACE 23rd Annual Conference, October 25-28, 2018. University of Louisiana at Lafayette. [Accepted]. ['Category B' Item, Refereed International Conference Paper]

Ferguson, A. & Auverset, A. (2018, August). *Perspectives on International Connections in the Campus Community*. [Panel]. AUSACE 23rd Annual Conference, October 25-28, 2018. University of Louisiana at Lafayette. [Accepted]. ['Category B' Item, Refereed International Conference Panel]

Ferguson, A.C., Davie, W.R., & Dick, S. (2014, April). *Affordances in Uses and Gratifications and Online News Access*. [Paper]. Southern States Communication Association Conference, April 14, 2014, New Orleans, LA. ['Category B' Item, Refereed Regional Conference Paper]

Professional Activities – Peer Reviewer:

Ferguson, A. (2018). Reviewed papers for the Theory Division, Southern States Communication Association Annual Conference, April 4-8, 2-18, Nashville, TN. ['Category B' Item, Peer Reviewer]

Ferguson, A. (2015). Reviewed papers for the Mass Communication Division, Southern States Communication Association Annual Conference, April 8-12, Tampa, FL. ['Category B' Item, Peer Reviewer]

Research In Progress:

Ferguson, A. (2018). *On Dementia: Communication, Caregiver Burden and Message Development for Family Caregivers as Target Audiences*. [Survey research; preparing IRB submission].

Ferguson, A. (2018). *A Content Analysis of Family Caregivers' Posts to Alzheimer's-Related Online Forums*. [Content Analysis; preparing for coding]

Ferguson, A., & Walker, B. (2017). *Case Study: Environmental Supports for Caregiving and Communication in a Residential Memory Care Unit*. [Case Study: Client-accepted and completed; rewriting for publication].

Ferguson, A. (2014). *Decoding Dementia: Multidisciplinary Examinations of Communication, Caregiving and Environment*. [Grant Proposal]. Louisiana Board of Regents Support Fund Research Competitiveness Subprogram. [Not selected for funding; revised for future grant submissions].

Masters Thesis & Project Committee Chairships:

Wright, K. (2019, December – Pending). *Photoshop Presets and Impact of Perception of Mood in Advertising Photography* (Working Title). [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Thomas, J. (2019, December – Pending). *Fitness, Buying Intention and Use of Celebrities in Social Media Advertising* (Working Title). [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Dizor, T. (2018, December – anticipated). *Social Network Heterogeneity: Diversity of the Young American Voter's Social Media*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Buller, B. (2018, May). *Game Experience and its Effects on Brand Recall for Advertisements on Twitch TV*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Walker, B. (2018, May). *A Content Analysis Investigating Persuasion Intent in YouTube Videos that Target Preschool-Age Children*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Allen, L. (2016, December). *Positive Relationships in the Future? College Students' Trust In Government, Interpersonal Trust, Facebook Usage and Political Efficacy*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Stevens, S. (2016, December). *Exploring the Relationship Between College Student Perceptions of On-Campus Health Care Brands, Brand Representatives, and Visible Tattoos*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Kobetz, D. (2014, December). *Firearms, Fear Appeal and Maslow's Hierarchy of Needs: How Fear Appeal Influences Purchase Intention in Narrative Advertisements*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Masters Thesis & Project Committee Membership:

Estrada, P. (2018, December – anticipated). *Motivations Predicting Facebook Users' Engagement with Advertising: A Uses and Gratifications Approach*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Ortiz-Pereyra, J. (2018). *Lafayette, The Hub City* [Masters Project, Video Documentary]. University of Louisiana at Lafayette, Lafayette, LA.

Carrier, T. (2017). [Masters Thesis]. *Using Grunig's Situational Theory for Analysis of Frames in Human Trafficking Awareness Organizations' YouTube Videos*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA

Templet, A. (2017). [Masters Project]. *Downtown Lafayette Unlimited Campaign*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA

Trim, D. (2017). [Masters Project]. *Cajun Day Revival Strategy Analysis*. University of Louisiana at Lafayette, Lafayette, LA

Byrne, B. (2016). *Psychological Media Effects of Narrative Transport in Advertising*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Dunn, N. (2016). *Non-Athlete Students' Attitudes Toward Student Athletes – A Social Identification Approach*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

McClure, S. (2016). *Brand Engagement in Relation to the Elements of Uses and Gratifications Theory through Participation in Virtual Brand Communities*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Guidry, D. (2015). *Innovation Abandonment: User-Centric vs. Nonuser-Centric Perception of Facebook*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

Makady, H. (2014). *Clicking Past the Tweet: Gratifications Sought Based on a News Values Analysis*. [Masters Thesis]. University of Louisiana at Lafayette, Lafayette, LA.

CERTIFICATIONS & TRAINING COURSES

- **December 2016:** *Fundamentals: Engaging Learners in Online Discussions*, Online Learning Consortium
- **December 2016:** *New to Online: Essentials Part 1*, Online Learning Consortium
- **December 2016:** *Applying the QM Rubric*, Online Learning Consortium, Quality Matters
- **November 2016:** *Introduction to Online Presentation Tools*, Online Learning Consortium
- **November 2015:** *Protecting Human Research Participants*, Nat'l Inst. of Health Office of Extramural Research

SERVICE, HONORS & AWARDS

Diversity Committee Member, 2017-2018

Strategic Communication Curriculum Development Team Member, 2017-2018

College of Liberal Arts Day Participant, 2015-2016 and 2017-2018

Assessment Committee Member, 2016-2017

College of Liberal Arts Outreach Committee Member, 2015-2017

Diversity Standard Team Writer, ACEJMC Self-Study, 2016

Scholarship Committee Member, 2014-2015 & 2015-2016

Faculty Senator, Assistant Professors/Liberal Arts, 2014-2016

Faculty Search Committee Member, 2011-2016

Preview Day Service Fall & Spring semesters, 2011-2016

Diversity Committee Chair, 2011-2015

Ronald E. McNair Achievement Program Mentor, Samuel Jones, 2014

Sigma Gamma Mu Outstanding Communication Department Faculty Advisor, 2014

NABJ Lupus Day Certificate of Appreciation, 2013

Summer First Time Freshman Advising Participant, 2011-Present

Family Caregiver and Alzheimer's care volunteer, 2008-Present, for a parent with Alzheimer's Disease

Annual support (to local charitable organizations including The Children's Shelter, Goodwill, Salvation Army, Boy Scouts of America, Miles Perret Center and others, 2011-Present

COURSES TAUGHT

CMCN 100, Human Communication
CMCN 170, Media & Society
CMCN 212, Media Writing
CMCN 220, Strategic Communication
CMCN 310, Public Speaking
CMCN 321, Writing/Public Relations
CMCN 330, Principles of Advertising
CMCN 333, Photojournalism
CMCN 335, Media Graphics I
CMCN 337, Media Graphics II
CMCN 338, Internet Communication
CMCN 340, Adv. Creative Strategy I
CMCN 341, Adv. Creative Strategy II
CMCN 342, Electronic Media Adv.

CMCN 384, Communication Theory
CMCN 384, Communication Theory Online
CMCN 386, Communication Research
CMCN 435g, Media Planning
CMCN 437g, Adv. Campaigns
CMCN 448g, Trends in 21st Century CMCN
Integrated Marketing Communication
CMCN 477g, Intercultural Communication
CMCN 497, Independent Study
CMCN 545, Advertising Theory
CMCN 572, Communication Theory
CMCN 572, Communication Theory Online
CMCN 597, Graduate Independent Study
CMCN 598-9, Masters Theses/Project

SOFTWARE EXPERTISE

Adobe Creative Suite

- Indesign
- Photoshop
- Illustrator

Statistical Analysis

- SPSS
- SASS/JMP

Learning Management Systems

- Blackboard LMS
- Moodle LMS

Microsoft Office

- Word
- Excel
- PowerPoint

Presentation & Pagination

- Popplet
- Haiku Deck
- iMovie/iPhoto
- QuarkXPress/Pagemaker