

Joanne Gula

Joanne is new to Colorado, after teaching at Southern Connecticut State University last year. Prior to that, she recently spent four years teaching in China at Hong Kong Baptist University, Beijing Normal, United International College where she was the Program Director of Public Relations and Advertising and also an Associate Professor in both areas. She is writing a book about her experiences and telling the “real” truths about living and working in China.

Joanne received her BA degree at Southern Connecticut State University in Communication and Theatre, started her Masters at Ohio State University and finished at Fairfield University in Communication Studies. She received her Ph.D from the University of Massachusetts/Amherst in Mass Communication and specialized in advertising manipulation on children.

She has taught at many Universities including in Hawaii, Maine, and California. Joanne is well travelled and brings an international and global perspective to all of her courses. Her experience is in diversity and she has worked with students from all over the world.

Joanne led advertising teams in the American Advertising Federation’s NSAC competitions and won a district award with her team. They competed at the national level. She plans to start a chapter here at CSU-Pueblo.

She was granted a Visiting Professor award through the Advertising Educational Foundation and was allowed to work at Ogilvy and Mather, a top advertising agency in NYC one summer. She gained invaluable industry experience working on accounts such as : Huggies, Barbie, Hersheys, and participated in strategic planning meetings and actual commercial productions.

Her research interests include gender studies, global advertising , cultural learning differences, media effects and portrayals and social media. She has presented papers at many conferences internationally and had book chapters published on tourism, media manipulation, radio and electronic advertising.