

Marlene Neill, Ph.D.

Assistant Professor, Journalism, Public Relations and New Media at Baylor University

Waco, TX, US

Professor Neill's research interests include internal communication, public relations management and ethics

Description

Marlene Neill, Ph.D., APR, is an assistant professor at Baylor University. She teaches courses in public relations and advertising. She also serves as the faculty adviser for the Baylor PRSSA chapter.

Her research interests include public relations management and ethics. She has published research in the following journals: Journal of Mass Media Ethics, Public Relations Review, Journal of Communication Management and Journal of Advertising Education.

Neill is an accredited member of the Central Texas Chapter of the Public Relations Society of America. She served as the chair for the Southwest District of PRSA in 2011. At the national level, Neill served a three-year term on the Universal Accreditation Board, which administers the examination for Accreditation in Public Relations; the Nominating Committee, which selects national board officers in 2012; and was appointed to the Board of Ethics & Professionals Standards in January of 2013.

She received her Ph.D. in advertising from the University of Texas at Austin, her Master of Arts degree in journalism from the University of Missouri at Columbia, and her Bachelor of Science degree in journalism from the University of Kansas.

Industry Expertise

Public Relations and Communications, Education/Learning

Topics

Internal / Employee Communication, Integrated Communication, Advertising Management, Public Relations Management, Public Relations Ethics, Strategic Communication Research, Ethics in Public Relations, Ethics in Advertising

Affiliations

Education

University of Texas at Austin

Ph.D. Advertising

University of Missouri

M.A. Journalism - Strategic Communication

Accomplishments

Public Relations Society of America
Accreditation

Member of the Universal Accreditation Board
2008 - 2010

Member of PRSA's Board of Ethics and Professional Standards
2013 - Present

Accreditation Marketing Committee for PRSA
2007 - 2008

Chair for the Southwest District of PRSA
2011
Oversaw 14 PRSA chapters in 6 states

PRSA Nominating Committee
2012
Participated in meeting in Chicago to select slate of national officers for 2012

Faculty adviser for Baylor PRSSA chapter
2012 - Present

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