

# **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

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## **Biography**

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.

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## **Industry Expertise**

Public Relations and Communications, Education/Learning

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## **Areas of Expertise**

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

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## **Education**

**University of Texas at Austin**

Ph.D. Advertising

**University of Missouri**

M.A. Journalism - Strategic Communication

**University of Kansas**

B.Sc. Journalism - Broadcast News

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## **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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