

# **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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## **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.

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## **Industry Expertise**

Public Relations and Communications, Education/Learning

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## **Topics**

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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## **Affiliations**

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### **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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