Dr. Clay M. Craig

Texas State University
College of Fine Arts & Communication
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Institutions of Higher Education Attended

PHD, Texas Tech University.

MBA, Texas Tech University.

BS, University of Texas at Austin.

Previous Teaching Positions

Associate Professor of Advertising, Texas State University. (September 2020 - Present).

Assistant Professor of Advertising, Texas State University. (2016 - August 2020).

Assistant Professor of Communication, Coastal Carolina University. (2013 - 2016).

Research Assistant, Texas Tech University. (2010 - 2013).

Adjunct Professor, Texas Tech University. (May 2013).

Instructor of Record, Texas Tech University. (August 2010 - May 2013).

Research Assistant. (2011 - 2012).

Research Assistant. (2011).

Research Assistant. (2011).

Research Assistant. (2010).

Research Assistant, Texas Tech University. (2009).

Research Assistant, Texas Tech University. (2009).

Significant Professional Works

Book Chapters

Barnes, A., Craig, C. M. (2025). A Discursive Ruin of Modernity: Exploring Motivations for Dark Tourism at the Colosseum. *Relics of Modernity: Theorizing Rhetorics and Performances of Ruins*.

Refereed Journal Articles

Craig, C. M., Brooks, M. E., Bichard, S. (2023). Podcasting on Purpose: Exploring Motivations for Podcast Use Among Young Adults. *International Journal of Listening, 37*(1), 39-48.

Craig, C. M., Bergstrom, A. M., Brooks, M. E., Bichard, S. (2022). Navigating the New Normal: Teaching in the Time of Covid. *Journal of Effective Teaching in Higher Education, 5*(2), 1-21.

Brooks, M. E., Bichard, S., Craig, C. M. (2022). Advercasting: Young Adult Preferences for Advertising Placement in Podcasts. *Advertising & Society Quarterly, 23*(4).