

Marketing Educators' Association CALL FOR PAPERS

**42nd Annual Conference, April 12-14, 2018
Fort Worth, Texas**

**Submission Portal Opens
August 1, 2017**

**Submission Deadline
December 1, 2017**

Competitive papers, position papers and special session proposals are invited in the topic areas listed. Qualified marketing education peers will referee papers submitted through either a double-blind peer review process (competitive papers), or through editorial review (position papers and special session proposals). Accepted papers of all three types from authors who register for the conference and appear to present their work will be published in the online Proceedings. Submission shows intent to register for the conference and present your paper at the time and date specified in the Conference Program that will be available online before the conference. Conference registration includes a one-year online subscription to the ***Journal of Marketing Education***.

Students are very important to us and so is their research. Graduate student papers are encouraged and an award for the ***best graduate student competitive paper*** includes free registration for the conference the following year is offered this year.

Have Questions? We are here to help!

*Conference/General Questions
Dr. Chrisann Merriman, President
Chrisann.Merriman@umhb.edu*

*Position Papers/Special Sessions
Dr. Mindy Welch, President Elect
mwelch@umhb.edu*

*Competitive Papers,
Dr. Sarah Fischbach, Vice-President
sfischbach@callutheran.edu*

*Registration/Payment/Membership
Dr. Clay Daughtrey
daughtre@msudenver.edu
Dr. Bob Lupton
luptonr@cwu.edu
Co-Secretary/Treasurer*



MEA is taking its conference to Fort Worth, Texas, April 12-14, 2018

Fort Worth is Amazing

- Stockyards National Historic District
- The Zoo
- Sundance Square
- The Botanic Garden
- Amon Carter Museum of American Art
- And MEA April 12-14, 2018



Outstanding Paper. Dr. Barbara Gross and Dr. David Ackerman presented by MEA President Elect Mindy Welch

CONFERENCE HOTEL Sheraton Fort Worth

The Sheraton Fort Worth is located in downtown Fort Worth at 1701 Commerce St. Fort Worth, TX 76102

www.sheratonfortworth.com

For more information, please visit:
www.marketingeducators.org

OUTSTANDING PAPER COMPETITION

An outstanding paper will be selected from among the accepted competitive submissions. It will be considered for publication in the Journal of Marketing Education, the premier journal in the field of marketing education.

TOPICS FOR PAPERS

The emphasis of the Marketing Educators' Association is on topics dealing directly with marketing education/pedagogy. Proposals for special sessions, position papers, and conceptual and empirical competitive papers in the following areas are particularly invited.

General Marketing Education Issues

- Learning-styles, student development, performance and assessment
- Innovative teaching methods and curriculum development
- The role of marketing education in general education

Student/Department Development Issues

- Internships and client-based projects
- Place activities
- Alumni relations and fund-raising activities
- Community, college and university relations
- Developing institutes, centers and interest/advisory groups

Marketing Technology

- Multimedia use in the marketing classroom
- Internet discussion groups
- The role of new/social media in marketing efforts
- Using the web as a teaching tool

Curriculum Issues

- Developing new or interdisciplinary courses
- Integrating ethics, management of technology and international issues in the marketing curriculum
- Integrating student interpersonal competency development
- Responses to evolving AACSB curriculum standards (assurance of learning)

Faculty Development Issues

- Faculty development and evaluation
- Integrating scholarship and teaching
- Balancing research, teaching and service

www.marketingeducators.org

The Marketing Educators' Association (MEA) is the premier international organization for faculty development in marketing education.

The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

The MEA was originally incorporated as the Western Marketing Educators' Association, a nonprofit organization on April 28, 1978.



SUBMISSION GUIDELINES

Competitive Papers

- Please submit a full paper (not just an abstract)
- On the first page of your submission, identify the area in which your paper fits
- All papers are blind reviewed
- Papers should not exceed 12 double-spaced, typed pages, not including tables, figures, exhibits, and references
- ***Journal of Marketing Education*** format should be followed
- Authors of competitive papers have the option of including either the abstract or the complete paper in the Proceedings
- One or more authors of each accepted paper must attend the conference and present the paper
- Please upload competitive paper submissions by December 1, 2017

Position Papers

- Working on an idea regarding marketing education, but not ready to roll it out as a fully-developed paper yet? Your work may be perfect for a position paper. Presenting your paper at the conference will give you a chance to network with colleagues who have similar interests and who can give you feedback on your work in progress
- On the first page of your submission, identify the area in which your paper fits
- Proposals should not exceed three double-spaced pages, not including tables, figures, exhibits, and references
- ***Journal of Marketing Education*** format should be followed
- One or more authors of each accepted paper must attend the conference and present the paper
- Please upload position paper submissions by December 1, 2017

Special Session Proposals

- Special sessions are panel discussions, tutorials and workshops designed to provide an opportunity for a focused presentation on topics of special interest to marketing educators. Special sessions should be designed for 45 minutes of presentation and discussion
- On the first page of your submission, identify the area in which your paper fits
- Submit a 2-3 page proposal describing the topic, rationale, format, and a list of participants who will be in the session
- ***Journal of Marketing Education*** format should be followed
- Please upload special session proposals by December 1, 2017