



## **Wessex Press 2<sup>nd</sup> Annual Teaching Innovation Competition Call for Submissions**

*Marketing Management Association Fall Educators' Conference  
Minneapolis, September 19-21, 2012*

The Marketing Management Association is pleased to announce the second annual Teaching Innovation Competition sponsored by Wessex Press ([www.axcesscapon.com](http://www.axcesscapon.com)). Wessex Press specializes in marketing textbooks with an innovative variety of formats and prices. In the same spirit, this competition is open to faculty from any institution to recognize innovative approaches to classroom instruction.

The innovation should outline a single activity, exercise, project, assignment, method, or event, as opposed to an overall philosophy or strategy in marketing education. The innovation should also not have been previously published or already been recognized as a teaching competition winner.

The submission should begin with the problem or situation the innovation is designed to address. Next should be a description of the innovation and its use in class. A reflection regarding the innovation's effectiveness for marketing students should complete the submission. This reflection should include any assessment results to date; however, empirical analysis is not essential as many innovative approaches to teaching are experimental in nature. Other options include instructor observations and student feedback. The key is to be able to explain how the innovation is making a difference. In addition, if empirical analysis is not provided, the author(s) should explain how such an assessment could be carried out.

Judging criteria will encompass clarity of presentation, student engagement and student learning, assessment, adaptability, uniqueness, and significance of the innovation. Three finalists will be selected from the written submissions to present at the 2012 MMA Fall Educators' Conference in Minneapolis. The winner will be selected from the three finalists with all three recognized for their achievement at the Awards Luncheon on Thursday, September 20, 2012.

Electronic submissions, limited to seven double-spaced pages using 12-point font, should be sent to the competition coordinator, Bill Madway at [wmadway@wharton.upenn.edu](mailto:wmadway@wharton.upenn.edu). Up to two "hot links" to online material illustrative of the innovation can be included. Be sure to include a separate cover page with complete author contact information. The submission deadline is **June 8, 2012**. Please note that each author must make a significant contribution to a multiple-author entry, and making a submission indicates your intention for all listed authors to register for and attend the conference if selected as a finalist.

Please visit [www.mmaglobal.org](http://www.mmaglobal.org) and select *Fall Conference* from the *Conferences* tab for full conference details including the Conference Call for Papers.

