



2017 AXCESSCAPON TEACHING INNOVATION COMPETITION CALL FOR SUBMISSIONS

The Marketing Management Association is now accepting entries for the 2017 AccessCapon Teaching Innovation Competition. The competition is intended to foster advancement in the teaching of marketing by recognizing marketing educators who have designed and implemented effective pedagogical innovations. For the purposes of this competition, an innovation is a single activity, exercise, project, assignment, method, or event, as opposed to an overall philosophy or strategy in marketing education.

The competition is open to all marketing instructors—full-time, part-time, doctoral candidates—from all types of institutions of higher education. The innovation, in its current form, must **not** have been previously published or recognized as a teaching competition winner.

HOW THE COMPETITION WORKS

The process starts with the submission of a paper describing the innovation (contents explained below). Papers must be submitted by **Friday, May 26, 2017**. Three finalists will be selected from the submissions by a panel of judges to present at the 2017 MMA Fall Educators' Conference, taking place September 20–22 in Pittsburgh, PA. Up to two free nights at the conference hotel for each finalist (limited to one author of a multiple-author entry) will be provided. The winning innovation will be selected from the three presentations, with all three recognized at the MMA Awards Luncheon on Thursday, September 21. The top innovation will receive a \$1,000 prize; the other two innovations will each receive a \$250 prize.

ENTERING THE COMPETITION

Papers should be prepared using 12-point font, and are limited to eight double-spaced pages, **not** counting the cover page and reference list. The required contents are as follows:

- A description of the problem, issue, or situation the innovation is designed to address. This section should include background information from outside sources to provide a context for the innovation.
- An explanation of the innovation covering how to implement it and how it has been used by the author(s).
- A discussion of the innovation's effectiveness and impact relative to the stated problem, issue, or situation. This discussion should include any assessment results to date, but as some teaching innovations worthy of recognition might not yet have been subject to rigorous evaluative research, empirical evidence is not mandatory. Other options for substantiating the effectiveness and impact of the innovation include student feedback and instructor observations.

Authors may include up to two "hot links" to online material illustrative of the innovation in their submission. However, the links and material should, to the greatest extent possible, preserve the anonymity of the author(s).

Papers will be judged using the following criteria: uniqueness and significance of the innovation, ease of use, adaptability for other marketing courses and/or levels, effectiveness and impact of the innovation, and overall quality and clarity of the submission. Citations must follow APA guidelines.

Papers are to be submitted via email to competition coordinator Bill Madway at TeachingInnovationComp@mmaglobal.org. Each submission should consist of two Microsoft Word documents: the paper itself without any author-identifying information, and the cover page with complete contact information for each author. Please do not submit your entry as a PDF document.

QUESTIONS? NEED HELP?

If you have questions about the competition or need assistance, email competition coordinator [Bill Madway](mailto:BillMadway). In addition, updates about the competition, answers to frequently asked questions, etc. will be posted on the [competition webpage](#) on MMA's website. So be sure to check this page regularly.

Please note that submitting a paper indicates intention for all listed authors to register for and attend the conference if selected as a finalist, and that for multiple-author entries, each author must have made a significant contribution.



AccessCapon (wessexlearning.com) is pleased to once again sponsor the MMA's annual Teaching Innovation Competition. In keeping with the spirit of the competition, AccessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices.