



Marketing Management Association

**22nd Annual MMA Fall Educators' Conference
Pittsburgh, Pennsylvania, September 20-22, 2017**

~ Call for Papers ~

Conference Theme: "Hot Topics within Marketing Education"

The marketing discipline is evolving faster than ever. Traditional topics bear little resemblance to the material that marketing educators mastered when earning their degrees, or even to textbooks used within the last few years. Traditional specializations within marketing practice have evolved as well in response to industry innovation, advances in technology, and consumer connectivity. As the educators of tomorrow's marketing professionals, our challenge is to stay abreast of the dramatic, disruptive progress taking place in business and in marketing practice to ensure the continued relevance and value that marketers provide. To this end, paper and panel topics related to hot topics in marketing education that ensure a viable future for tomorrow's marketing professionals are requested.

Sample Topics for Position Papers, Panels, and Refereed Papers

Teaching

- Relevance of marketing curricula to industry
- Innovative learning strategies or activities
- Business case development and delivery
- Social media learning strategies
- Managing group projects or presentations
- Developing internships or international experiences
- Innovative marketing course topics
- Pedagogical approaches for specific curricula
- Effective use of experiential learning
- Planning and implementing simulation-based learning
- Flipped classroom techniques and approaches
- Online teaching techniques
- Planning and executing client-based learning projects
- Incorporating ethics and social responsibility
- National competitions as teaching tools

Research

- Examining marketing education pedagogy
- Faculty-student research collaboration
- Social media metrics and analytics
- Faculty-industry research collaboration
- The value of private or consultative research
- Publishing and presentation strategies

Service

- Peer evaluation of performance
- Promotion and tenure preparation
- Transition from industry to academia
- Curriculum development initiatives
- Student organization programming
- Community service and outreach programs
- Balancing service with teaching and research

Panel Proposal Submissions

Contact Debbie DeLong at FallConference@mmaglobal.org to suggest a topic or to inquire about approved topics needing panelists. All panelists must register and attend the conference.

Position Paper Submissions

Submission Guidelines: Position papers should include a cover page with each author's name, affiliation, and email. Position papers are limited to three double-spaced pages (not including the cover page) using 12-point font.

Position Paper Organization: (1) Introduce the problem you will explore in your presentation, (2) Provide a brief context for the situation – this may or may not include references, (3) Offer your solution (what was done) or recommended course of action (what should be done), (4) Mention any challenges or alternative perspectives, and (5) Conclude with suggested future research or exploration needed.

How to Submit: Submit position papers via email attachment in Microsoft WORD to Debbie DeLong at FallConference@mmaglobal.org by May 26, 2017. At least one author must register and attend the conference.

Refereed Paper Submissions

Submission Guidelines: Refereed papers should not exceed 12 double-spaced pages in Microsoft WORD format including references, tables and figures. Use 12-point font. Include a cover page listing each author's name, affiliation, and email. Multiple authorships should indicate the primary contact. Authors must avoid revealing their identities in the body of the paper. Indicate the title of the paper on the first page of the manuscript, followed by a single-spaced 100-word abstract. The body of the paper immediately follows the first page, double-spaced, APA reference style. Papers not adhering to APA style will be returned. Best refereed paper awards include one \$1000 and two \$250 prizes, to be awarded at the conference.

How to Submit: Submit refereed papers via email attachment in Microsoft WORD to Debbie DeLong, Program Chair, at FallConference@mmaglobal.org by May 26, 2017. At least one author must be registered and attend the conference to present and, if selected, to receive a best paper award.

Please see detailed conference and lodging information at:

<http://www.mmaglobal.org/conferences/fall-conference/>