



2017 Doctoral Student Teaching Consortium

in conjunction with the

22nd Annual Marketing Management Association Fall Educators' Conference
Pittsburgh, Pennsylvania, September 20-22, 2017

See What Past Consortium Participants Are Saying....

"The Doctoral Consortium at MMA Conference enabled me to grow my academic network, provided opportunities for scholarly collaborations, and opened doors for career growth. For two subsequent years, I found the faculty involved with the Consortium to be an extraordinary resource for excellence in teaching and for career-life balance advice. I strongly recommend the Consortium to marketing doctoral students and candidates!! ~ 2015 & 2016 MMA Doc Student Consortium Participant

"The MMA Doctoral Consortium was one of the most meaningful conference experiences I have had as a doctoral student. The program provided an informal, but structured opportunity to ask important questions and gain honest and insightful feedback while hearing from some of the discipline's most successful educators and researchers. I also found this experience to be a great networking opportunity. Overall, I highly recommend participating" ~ 2015 MMA Doc Student Consortium Participant

"I thoroughly enjoyed participating in the MMA Doc Student Teaching Consortium. I was able to network with fellow students and faculty both in and out of sessions. The teaching mentors did a great job giving advice on my teaching ability and the session topics were beneficial and provided advice that I still use in my career today. I highly recommend doctoral students attend this event!" ~ 2014 MMA Doc Student Consortium Participant

The Marketing Management Association is pleased to announce the 2017 Doctoral Student Teaching Consortium. The Doctoral Student Teaching Consortium is designed to help future faculty develop innovative approaches to classroom instruction and career planning. The Consortium will be held in conjunction with the MMA Fall Educators' Conference (www.mmaglobal.org), which has a focus on teaching effectiveness in marketing education. Visit the conference webpage for the Conference Call for Papers, Pre-Conference Workshops, and the StuKent Outstanding Teacher-Scholar Doctoral Student Competition Call for Submissions.

In keeping with the conference theme: ***Hot Topics within Marketing Education***, the 2017 Consortium Sessions are led by award-winning faculty colleagues accomplished in the marketing discipline as well as in being exceptionally effective in the classroom. Sessions will cover the wide variety of challenges faculty face in learning to teach and balancing faculty career priorities. Students are assigned to faculty colleagues for one-on-one interaction, and peer-to-peer interaction is fostered too.

Consortium sessions will be held Wednesday 1:00-5:25 p.m., as well as 1:30-3:45 p.m. Thursday afternoon; this schedule allows Consortium attendees to participate in the regular conference sessions on Thursday morning as well as all day on Friday. On Thursday morning, Doctoral Teaching Consortium participants deliver a teaching demonstration to get feedback from faculty and student colleagues.

There is no additional fee to participate in the Consortium; however **students must be accepted to attend and then register for the conference**. The early conference registration for full-time students is \$90 (a *great* savings over the early registration fee of \$195) for paid registrations received by August 1, 2017. The regular conference fee for full-time students is \$115 for paid registrations received after August 1, 2017 but before September 1, 2017. The late conference fee of \$165 for full-time students is for paid registrations received after September 1, 2017. Note: The conference registration fee includes: a one-year membership to the MMA; dinner on Wednesday; and lunch on Thursday and Friday.

FREE STAY - Doc students accepted to participate in the Consortium receive one free night at the conference hotel, which is the Omni William Penn Hotel (with a special room rate of \$154). Two doc students can share a room to receive two free nights at the conference hotel. Hotel reservations can be made from the link provided on the conference website (www.mmaglobal.org).

TO APPLY - For the Doctoral Teaching Consortium, please write a brief letter of interest AND arrange to have a faculty member write a letter of recommendation attesting to your accomplishments as a doctoral student and addressing how the Consortium will be beneficial in your training. Any questions about the letters should be directed to the Consortium Coordinator, Jeanetta Sims at DocConsortium@mmaglobal.org. Although more than one student per institution can be accepted, there is an overall limit to the number of participants, thus applications received on or before May 26, 2017 will be given priority.