



24th Annual MMA Fall Educators' Conference
Santa Fe, New Mexico, September 18-20, 2019
~ Call for Papers ~

Conference Theme: "Curriculum Design for the Future"

Marketing educators are inundated with the possibilities that technological innovations will transform their classrooms, whether online or on campus. Less evident is how to integrate the technology into our curriculum so students are engaged in learning. How are digital books and videos working for students? What about the simulations, badges, and certificates? E-learning has become the norm in some marketing departments so are there new metrics for measuring achievement? We may not have all the answers, but we'll definitely discuss them at the conference. So, join us for the conversation!

Sample Topics for Panels, Position Papers, and Refereed Papers

Teaching

Integrating technology into marketing education
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
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

Research

Evaluating the use of new technologies to enhance learning
Examining marketing education pedagogy
Faculty-student research collaboration
Social media metrics and analytics
Faculty-industry research collaboration
Publishing and presentation strategies

Service

Peer evaluation of performance
Curriculum and program development initiatives
Student organization programming
Community service and outreach programs
Balancing service with teaching and research

Panel Proposal Submissions

Contact Ursula Sullivan at Fallsubmissions@mmaglobal.org to suggest a topic or to inquire about approved topics needing panelists. All panelists must register and attend the conference. The deadline to submit panel proposals is May 19, 2019.

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. Please list key words with your submission.

How to Submit: Submit position papers via email attachment in Microsoft WORD to Ursula Sullivan at Fallsubmissions@mmaglobal.org by May 19, 2019. At least one author must register by September 1, 2019 and attend the conference.

Refereed Paper Submissions

Submission Guidelines: Refereed papers should not exceed 15 double-spaced pages in Microsoft WORD format including references, tables and figures. Use 12-point font. Include a separate cover page listing each author's name, affiliation, and email and well as the manuscript title and key words. Multiple authorships should indicate the primary contact. Authors must avoid revealing their identities in the body of the paper. Include the title of the paper on the first page of the manuscript, followed by a single-spaced 150-word abstract. The body of the paper immediately follows the first page, double-spaced, APA reference style. Papers not adhering to these guidelines will be returned. The best refereed paper will be awarded a \$500 prize at the conference.

How to Submit: Submit refereed papers via email attachment in Microsoft WORD to Ursula Sullivan, Program Chair, at Fallsubmissions@mmaglobal.org by May 19, 2019. At least one author must register by September 1, 2019 plus attend and present at the conference. An author must be present, if selected, to receive the best paper award.

Note that the early registration fee deadline is August 1, 2019. Please see detailed conference and lodging information at: <http://www.mmaglobal.org/conferences/fall-conference/>