



## **2021 Annual Master Teacher Award Competition** **~ Call for Submissions ~**

*Marketing Management Association Fall Educators' Conference*  
*Online: October 13-15, 2021*

The Marketing Management Association is pleased to announce the 18<sup>th</sup> Annual Master Teacher Award Competition. This competition strives to recognize and honor outstanding marketing educators. We encourage marketing educators with at least five years of full-time higher education teaching experience who demonstrate a track record of effective teaching and an innovative approach in the classroom to apply.

### **How the Competition Works:**

The process starts by submitting all materials detailed in this call for submissions by the deadline, June 14, 2021. Based on all complete submissions received by the deadline, three people will be identified as finalists for the 2021 MMA Master Teacher Award. Each of these three finalists will be invited to make a 15-minute presentation to attendees and judges during a session at the 2021 MMA Fall Educators' Conference. The team of judges selects the MMA Master Teacher Award winner based on these presentations.

### **What You Can Win:**

The competition winner receives the 2021 MMA Master Teacher Award \$500 cash prize. The other two finalists will each receive a \$250 cash prize. All finalists will be recognized during the conference.

### **How to Enter Your Submission Materials:**

Submit your application materials electronically to the MMA Fall Conference portal at:  
<https://forms.gle/eZZnSnNbK1DDyd3PA>

**All submission materials must be received by June 14, 2021.** Please note that making a submission indicates your intent to register for and attend the conference if selected as a finalist. The conference registration deadline is October 12, 2021. All finalists must be registered by the deadline.

### **What to Submit:**

1. Letter of application (2 pages max) noting:
  - teaching philosophy
  - why you believe your approach to marketing education represents mastery
  - contact information (name, phone number, & e-mail address)
2. Condensed curriculum vitae (3 pages max) noting:
  - places and dates served and serving as a marketing educator
  - list of marketing courses taught
  - scholarly work related to teaching and learning
  - teaching-related honors
3. Summary of successful teaching activities, practices, or strategies (4 pages max) noting:
  - supporting evidence of innovative approaches to teaching and learning
  - supporting evidence of teaching excellence (may include but is not limited to student evaluations, feedback from colleagues, impact on student success, impact of class-related activities on businesses or the community)

The three sections of the application should be combined into a single .pdf file.

If you have any questions about the competition, please contact the Competition Coordinator, Don Roy at [Don.Roy@mtsu.edu](mailto:Don.Roy@mtsu.edu).