



## 2021 MMA TEACHING INNOVATION COMPETITION CALL FOR SUBMISSIONS

The Marketing Management Association is now accepting entries for the 2021 Teaching Innovation Competition. The competition is open to all marketing instructors—full-time, part-time, doctoral candidates—from all types of institutions of higher education.

The competition intends to foster advancement in the teaching of marketing by recognizing educators who have designed and implemented effective pedagogical innovations in marketing. 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. Teaching innovations do not have to be entirely new pedagogical methodologies. In fact, they rarely are. More typically innovations build upon existing teaching approaches through meaningful improvements, unique additions, and/or novel adaptations. Entrants should take reasonable measures to ensure their proposed innovation has not been previously published or recognized as a winner or finalist in a different competition. Please give this investigation due diligence through conversations with colleagues both within and outside of your university, and thorough literature reviews.

### HOW THE COMPETITION WORKS

The process starts with the submission of a paper describing the innovation (contents explained below). Papers must be submitted by **June 14, 2021**. A panel of judges selects three finalists to present at the 2021 MMA Fall Educators' Conference, taking place October 13-15, 2021 online. The winning innovation will be selected from the three presentations, with all three recognized during the conference. The top innovation will receive a \$500 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 (not 1.5 spacing) pages. The cover page and reference list are not counted toward the page limit. The required contents are as follows:

- A succinct positioning statement of no more than 50 words. The positioning statement should describe what makes the idea innovative as compared to existing teaching methods (e.g., meaningful improvements, unique additions, novel adaptations, etc.) in marketing education.
- A description of the problem, issue, or situation the innovation is designed to address. This section should include a brief history describing where your innovation came from and how you are enhancing existing pedagogical methods. Include background information and evidence 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 hypertext links to online material illustrative of the innovation in their submission. However, the links and material must preserve anonymity of the author(s). If you have any questions, please contact the competition coordinator: Barbara Ross Wooldridge at [bwooldridge@uttyler.edu](mailto:bwooldridge@uttyler.edu).

Submissions will be evaluated using the following criteria: positioning statement, 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 innovation. Citations should follow APA guidelines.

Papers are to be submitted via the MMA Fall Conference portal: <https://forms.gle/eZZnSnNbK1DDyd3PA>. 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.

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. The conference registration deadline is Tuesday, October 12, 2021.