

# J A M E

## Journal for Advancement of Marketing Education

### Call for Papers

#### Special Issue for Spring 2018: Teaching Innovations in Sales Education

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Submission Deadline: **February 15, 2018**

Today's entry-level salesperson must command a broad skillset and deep customer knowledge in order to create valuable solutions (Dixon and Tanner 2012). As a result, college graduates interested in sales must be prepared to create value almost immediately. Due to increased retirements among Baby Boomers, organizations are increasingly focused on college-level hires for sales growth. The focus of this special issue is on sales pedagogy that prepares students for this accelerated career launch. Innovations may focus on instruction related to any aspect of sales, from any sales-related course, at either the graduate or undergraduate level. We are seeking papers that document tested innovations (have been used and refined), allowing for ready adoption by the journal's readers to benefit students.

**Electronic submission to either of the guest editors is required.** Each electronic submission should contain two Microsoft WORD files (no pdf files accepted). The cover page document should include the title of the paper (upper/lower case), name, position and complete contact information for each author. The other document should contain just the manuscript without any author-identifying information.

Please consult the Journal for Advancement of Marketing Education submissions page at <http://www.mmaglobal.org/publications/jame/jame-submission-guidelines/> for details on the formatting style of the structured abstract, references, tables or figures. Multiple submissions are permitted. For the special issue the body of the manuscript has a 10-page double spaced maximum including references (not including the cover page). You may also have up to three pages of appendices, table and figures, etc. Please use 12-point font and APA style.

Feel free to contact the guest editors with any questions. The following outline will assist authors in preparing a manuscript:

1. Clearly state the problem the innovation is intended to address.
2. Explain how the problem relates to today's sales environment, sales instruction, or curriculum objectives.

3. Outline the innovation: (a) What skills or knowledge should students have? How does the knowledge students need relate to the problem that needs to be solved? (b) What knowledge or skills did the instructor want the students to know or have after this innovation? (c) What basic process was used to deliver the knowledge or skills including time and resources? (d) What materials did the instructor provide to the students? Provide samples, where possible.
4. Explain how the innovation solves the problem and equips students for the modern sales environment.
5. Report assessment results of the innovation's effectiveness in addressing the problem.
6. Summarize challenges or concerns encountered when using the innovation and how an instructor might deal with them.
7. Comment on the adaptability of the innovation for other sales courses or levels.