



## **Manuscript Requirements**

Manuscripts must not exceed 25 pages double-spaced in Times New Roman 12pt including structured abstract, body, references, tables, figures, appendices, etc. See final section entitled “**Who to send your submission to.**”

## **Editorial Objectives**

*Journal for Advancement of Marketing Education* (JAME) publishes manuscripts rooted in primary research studies that help guide marketing educators over the course of their academic life cycle. The areas covered by JAME are intended to be broad, and include:

- Marketing instruction in academic and corporate settings to include works on pedagogy, curriculum, teaching methods, and student engagement, performance, and learning;
- Service to the marketing profession and the various stakeholder communities;
- Governance that includes topics related to accreditation, reappointment, promotion, tenure, post-tenure review, and professional development; and
- Scholarship that includes ways to measure scholarship and the relationship between scholarship and student learning.

JAME manuscript submissions must include two essential components; (1) a well-designed methodology, and (2) evidence demonstrating the validity and value of the paper’s underlying premise(s).

## First Page

Title of manuscript and the name, address, telephone number, and e-mail address of each author; followed with the statement *my/our original manuscript or a similar or exact copy entitled “ \_\_\_\_\_ ” has not been published and is not being considered for publication elsewhere*. Note: If the author/s use their previously published work(s) including conference proceedings or self-publication as a basis for the submission, they must cite the previous work(s) and briefly indicate how the submission offers substantial contributions beyond those of the previously published work(s). Authors should not identify themselves or their institution elsewhere in the manuscript.

## Second Page

**Title of Manuscript and Structured Abstract.** The Structured Abstract (maximum 250 words) must be presented as four separate paragraphs using the subheadings below.

- ✓ **Purpose of the Study.** The motivation (reasons) for your paper or goals of the study.
- ✓ **Method/Design and Sample.** Method/design of the study and information about the sample(s) used. Underlying theory/model supporting your approach.
- ✓ **Results.** What was discovered?
- ✓ **Value to Marketing Educators.** How will the study offer fellow educators added value? For example; instruction, scholarship, governance/service, and/or materially help with a successful reappointment, promotion and/or tenure (RPT). To help improve your manuscript’s fit with the journal’s purpose, be sure that (a) your submission is likely to contribute to the marketing education literature (e.g., pedagogy, professional development, etc), and (b) your submission includes evidence to engender confidence in its replication and expected benefits.
- ✓ **Keywords.** Include up to five keywords describing the primary areas of your manuscript.

### **Third page onwards**

Please use the latest edition of the APA manual of style for the remainder of the manuscript (see American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6th edition). Washington, DC. For more on the APA style, see <http://www.apastyle.org/>).

### **Who to send your submission to?**

With the exception of **Special Issue submissions**, please send your manuscript to the editor, **Matt Elbeck** at [JAME@mmaglobal.org](mailto:JAME@mmaglobal.org).

**Thank you for your time and effort!**