

J A M E

Journal for Advancement of Marketing Education

Call for Papers

Special Issue: Teaching Effectively with Social Media

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Submission Deadline: February 1, 2012

Facebook, Twitter, World of Warcraft, Second Life, and YouTube are members of a critical mass of web-based and mobile technologies used for interactive dialogue in various forms including Internet forums, social blogs, wikis, and podcasts allowing the creation and exchange of user generated content. Marketing educators now seek guidance on the effective use of social media in our content delivery. It is this aspect of marketing pedagogy that calls for investigation, evaluation, and application.

This special issue is dedicated to exploring the effective utilization of social media in marketing pedagogy. The scope is broad to include instruction related to any aspect of marketing, from any marketing-related course, on-campus or on-line, at either the graduate or undergraduate level. Papers should provide sufficient detail for readers to readily apply the in-class activity, course project, curriculum development or program ideas presented. In all cases, the paper should make clear the pedagogical value of the initiative together with metrics supporting any claims.

Electronic submission to the JAME Special Issues Editor is required and must follow the JAME guidelines on the JAME webpage at www.mmaglobal.org – select JAME from the Publications tab. Manuscripts must not exceed 20 pages including abstract, body, references, tables, figures, appendices, etc. Feel free to contact the JAME Special Issues Editor with any questions.

Submissions will go through a double-blind review process. Criteria will include having a solid foundation in the emerging social media literature, providing a concise marketing education context for the initiative, using appropriate research methodology as well as offering insights and meaningful application of assessment results.

The Journal for Advancement of Marketing Education is a publication of the Marketing Management Association.