

## CALL FOR PAPERS

### *Marketing Management Journal – Special Section*

#### **The Use of Social Media and Strategic Marketing Initiatives: Insights into State-of-the-Art Marketing Communication Practices**

Social media marketing isn't simply posting corporate news on Facebook and Twitter, but very sophisticated, highly integrated marketing strategies that are growing in importance each day. The sixth special section of the *Marketing Management Journal* will address the impact that social media has had on organizations' marketing initiatives and how social media can be used in conjunction with more traditional marketing tools to better accomplish organizational objectives.

While social media may appear ubiquitous in American culture, many firms still struggled in adapting to the cultural nuances associated with the latest social media tools. Research focusing upon successful social media marketing campaigns, the integration of social media with more traditional media, and the uses of social media in the marketing of for profit, nonprofit, B2B, B2C, domestic, and international organizations will all be considered. While primary consideration will be given to quantitative papers, well-written qualitative studies are also viable submissions. Social media tools (including social networking sites, microblogs, wiki-based knowledge sharing sites, social Q&A sites, user reviews, location-based social networks, social curation sites), engagement strategies, metrics, pitfalls, costs, and social media's impact upon the consumer buying process and ultimately the brand are all topics of interest to *Marketing Management Journal* readers. Research regarding all social media from Facebook to unique, trade-specific tools will be considered.

**Submission Deadline: March 1, 2017**

Please see detailed submission guidelines located at:  
<http://www.mmaglobal.org/publications/mmj/>

Submit articles via email to [taurand@niu.edu](mailto:taurand@niu.edu)

#### **Special Section Editor**

Questions about the special section should be directed to:  
Tim Aurand, James E. Thompson Professor of Marketing, Northern Illinois University  
[taurand@niu.edu](mailto:taurand@niu.edu): (815) 753-6231

#### ***Marketing Management Journal* Editor**

Questions about *Marketing Management Journal* should be directed to:  
Gail M. Zank, Ph.D., Associate Professor, Texas State University  
[Gz10@txstate.edu](mailto:Gz10@txstate.edu), (512)-245-3196