



2024 Annual Master Teacher Award Competition Call for Submissions

*Marketing Management Association Fall Educators' Conference
September 18-20, 2024, Drury Plaza Hotel, Santa Fe, New Mexico*

This competition honors outstanding marketing educators. We encourage marketing educators with at least five years of full-time higher education teaching experience and who demonstrate a track record of effective teaching and an innovative approach in the classroom to apply.

How the Competition Works:

The process starts by making a submission by the stated deadline. A panel of reviewers will select three finalists to each make a 15-minute presentation to attendees and judges at the conference. The judges select the MMA Master Teacher Award winner based on these presentations.

What You Can Win:

The competition winner receives the 2024 MMA Master Teacher Award \$250 cash prize. The other two finalists will each receive a \$100 cash prize. All three will be recognized at the conference awards luncheon.

How to Submit:

Use the conference submission portal at: <https://forms.gle/dvyePQMLRtztHfpP9>. **The submission deadline is May 31, 2024.** Please note that making a submission indicates your intent to register for the conference by September 1, 2024, and attend the conference if selected as a finalist.

What to Submit:

1. Letter of application (2 pages max) noting:
 - teaching philosophy.
 - why you believe your approach to marketing education represents mastery.
 - contact information.
2. Condensed curriculum vitae (3 pages max) noting:
 - places and dates served as a marketing educator.
 - list of marketing courses taught.
 - scholarly work related to teaching and learning.
 - teaching-related honors.
3. Summary of successful teaching activities, practices, or strategies (4 pages max) noting:
 - supporting evidence of innovative approaches to teaching and learning.
 - supporting evidence of teaching excellence (may include but is not limited to student evaluations, feedback from colleagues, impact on student success, impact of class-related activities on businesses or the community).

The three sections of the application should be combined into a single pdf file.

If you have any questions, contact the Competition Coordinator, Mark Wolters, mwolter@illinois.edu.