2024 Annual Teaching Innovation Competition
Call for Submissions

MMA Fall Educators' Conference
Drury Plaza Hotel, Santa Fe, New Mexico, September 18-20, 2024

This competition recognizes marketing educators who have designed and implemented an effective pedagogical innovation. For the purposes of this competition, *innovation* is a single activity, exercise, project, assignment, method, or event, as opposed to an overall philosophy or strategy in marketing education. Entrants should take reasonable measures to ensure their innovation submission has not been previously published or recognized as a winner or finalist in a different competition.

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 Teaching Innovation Competition winner based on these presentations.

What You Can Win:
The competition winner receives the 2024 MMA Teaching Innovation Competition $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/dvyePQMLRtzrHfpP9. **The submission deadline is May 31, 2024.** Please note that making a submission indicates the intention of all authors to register for the conference by September 1, 2024, and attend the conference if selected as a finalist.

What to Submit:
Submissions are limited to eight double-spaced (not 1.5 spacing) pages, use 12-point font addressing:
1. A succinct positioning statement of no more than 50 words that describes how the idea is innovative compared to existing teaching methods (e.g., meaningful improvements, unique additions, novel adaptations, etc.) in marketing education.
2. Describe the problem, issue, or situation the innovation addresses. Include a brief history of where the innovation came from and how it enhances existing pedagogical methods. Include background information and evidence from outside sources to provide a context for the innovation.
3. Explain the innovation covering how to implement it and how it has been used.
4. Discuss the innovation's effectiveness and impact relative to the stated problem, issue, or situation. This discussion should include any assessment results to date, but as some teaching innovations worthy of recognition might not yet have been subject to rigorous evaluative research, empirical evidence is not mandatory. Other options for substantiating the effectiveness and impact of the innovation include student feedback and instructor observations.

Authors may include up to two hypertext links to online material illustrative of the innovation in their submission. However, the links and material must preserve the anonymity of the author(s). Citations should follow APA guidelines.

If you have any questions, contact the Competition Coordinator, Eric Rhiney, rhineeri@webster.edu.