



29th Annual MMA Fall Educators' Conference
September 18-20, 2024,
Drury Plaza Hotel Santa Fe, New Mexico
Call for Papers

Conference Theme: The Art and Science of Modern Marketing Education

Marketing practice and education is part science and part art. The art and science of marketing and marketing education is rapidly evolving due to changes in technology, society, and business. We invite submissions to the MMA's 29th Annual Fall Educators' Conference, where dedicated educators, scholars, and practitioners engage in exploring modern approaches to the art and science of marketing and marketing education. Join us and experience the exceptional collegiality of the MMA Fall Educators' Conference in Santa Fe, New Mexico, September 18 – 20, 2024.

Position Paper Submissions

Submission Guidelines: Position papers are limited to 3 double-spaced pages using 12-point font.

Position Paper Organization: (1) Introduce the problem you will explore in your presentation, (2) Provide a brief context for the situation – this may or may not include references, (3) Offer your solution (what was done) or recommended course of action (what should be done), (4) Mention any challenges or alternative perspectives, and (5) Conclude with suggested future research or exploration needed.

To Submit: Use the conference submission portal at <https://forms.gle/dvyePQMLRtztHfpP9>.

Submission Deadline: May 31, 2024. At least one co-author must register by September 1, 2024 and attend the conference.

Refereed Paper Submissions

Submission Guidelines: Refereed papers should not exceed 15 double-spaced pages including references, tables, and figures using 12-point font. Authors must avoid revealing their identities in the paper. Include the title of the paper on the first page, followed by a single-spaced 150-word abstract. The body of the paper immediately follows on the first page, double-spaced, APA reference style. Papers not adhering to these guidelines will be returned. The best refereed paper will be awarded a \$250 prize at the conference.

To Submit: Use the conference submission portal at <https://forms.gle/dvyePQMLRtztHfpP9>.

Submission Deadline: May 31, 2024. At least one co-author must register by September 1, 2024 and attend the conference.

Join a Panel

Panel Organization: Panels are a much-anticipated part of the Fall Educators' Conference! Each panelist provides a unique perspective on a contemporary topic, followed by discussion with session attendees.

To Join: Use the conference submission portal to select from a list of topics at <https://forms.gle/dvyePQMLRtztHfpP9>.

Propose a Special Session

Submission Guidelines: If you have a special topic which you and other colleagues are uniquely qualified to present and you believe will be of interest to conference attendees, you can submit a 1 to 2-page proposal for a Special Session.

Special Session Proposal Organization: (1) Title, (2) Brief description of session, (3) Value to MMA membership.

To Submit: Use the conference submission portal at <https://forms.gle/dvyePQMLRtztHfpP9>.

Submission Deadline: May 31, 2024. All session presenters must register by September 1, 2024 and attend the conference.

Visit <https://www.mmaglobal.org/mma-fall-educators-conference-in-person> for full conference information including:

Teaching Innovation Competition
Master Teacher Award Competition
Doctoral Student Consortium
Pre-Conference Workshops