2027 Annual Master Teacher Award Competition
Call for Submissions

MMA Fall Educators Conference
September 15-17, 2027, Drury Plaza Hotel San Antonio Riverwalk, San Antonio, Texas

We encourage applications from outstanding marketing educators with a minimum of ten years of full-time experience in higher education teaching. Judging criteria include the quality of teaching philosophy and curriculum development; the significance of scholarly work related to teaching and learning; convincing evidence of teaching innovation, honors, and excellence; and scholarly contribution to marketing education.

How the Competition Works:
Submit your entry by the deadline. A panel of reviewers selects three finalists, each of whom will make a 15-minute presentation 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 2027 MMA Master Teacher Award and $1,000. The other two finalists each receive MMA Master Teacher Excellence Awards and $250. Other noteworthy entrants may receive MMA Meritorious Master Teacher Awards. MMA recognizes all award winners at the conference awards lunch on Thursday, September 16, 2027.

How to Submit:
Use the CMT submission link on the conference webpage. **The submission deadline is May 31, 2027.** Submitting indicates your commitment to register for the conference by August 31, 2027, and attend if selected as a finalist or award winner.

What to Submit:
1. Letter of application (250 words max), noting:
   - teaching philosophy.
2. Condensed curriculum vitae (500 words max), listing:
   - places and dates served as a marketing educator.
   - curriculum contribution, including marketing courses developed and/or taught.
   - scholarship related to teaching and learning, and teaching-related honors.
3. Summary of successful teaching (1,250 words max), noting:
   - supporting evidence of using innovative approaches to teaching and learning.
   - supporting evidence of teaching excellence (e.g., student evaluations, feedback from colleagues, impact on student success, impact beyond one's own institution).
   - supporting evidence of making a valuable scholarly contribution to marketing education.

The three sections of the application must be combined into a single Word file.

Questions? Contact the Competition Coordinator, Jean Beaupre, at jean.beaupre@nichols.edu.