



30th Annual MMA Fall Educators' Conference

September 17-19, 2025, Embassy Suites by Hilton, Las Vegas, Nevada

Call for Submissions

Join us to celebrate MMA's 30th Fall Educators' Conference in magical Las Vegas! Make a position paper or refereed paper submission to present your research or innovations in marketing or marketing education. Enter a competition, submit a special session proposal, or join a panel. Come celebrate 30 years of excellence with the Marketing Management Association!

Use the conference submission portal on the [conference webpage](#) for all submissions.

The deadline for all submissions is May 31, 2025.

Questions? Contact Mary Martin, Conference Program Chair at mmartin@fhsu.edu.

Submit a Position Paper

Submission Guidelines: Position papers are limited to 750 words.

Position Paper Organization: Adhere to this format: (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.

Conference Attendance: At least one co-author must register by August 31, 2025, and attend the conference.

Submit a Refereed Paper

Submission Guidelines: Refereed papers must not exceed 4,000 words including references, tables, and figures. 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. The best refereed paper is awarded a \$500 prize at the conference.

Conference Attendance: At least one co-author must register by August 31, 2025, 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 on the [conference webpage](#) to select from a list of topics.

Propose a Special Session

Submission Guidelines: If you have a special topic that will be of interest to conference attendees, you can submit a proposal of up to 500 words. Special sessions require at least two presenters for a half session and three or four presenters for a full session on the conference program.

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

Conference Attendance: At least one co-author must register by August 31, 2025, and attend the conference.

Visit the [conference webpage](#) for full conference information including:

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

