



**MARKETING
MANAGEMENT
ASSOCIATION**



Marketplace®
SIMULATIONS

2026 Annual Master Teacher Award Competition Call for Submissions

*MMA Fall Educators' Conference
September 23-25, 2026, Drury Plaza Hotel, New Orleans, Louisiana*

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

How the Competition Works:

The process begins with submitting your work by the stated 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 2026 MMA Master Teacher Award \$500 prize. The other two finalists each receive \$250. All three are recognized at the conference awards lunch.

How to Submit:

Use the CMT submission link on the [conference webpage](#). **The submission deadline is May 31, 2026.** Please note that submitting indicates your intent to register for the conference by August 31, 2026, and attend the conference if selected as a finalist.

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 PDF file.

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