2027 Annual Teaching Innovation Competition
Call for Submissions

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

This competition recognizes marketing educators who have designed and implemented an effective pedagogical innovation. In this competition, innovation is defined as a single activity, exercise, project, assignment, method, or event, rather than an overall philosophy or strategy in marketing education. Entrants should ensure that their innovation submission has not been previously published in a journal or recognized as a winner or finalist in any other competition.

Judging criteria include the innovation's significance, uniqueness, ease of adoption, impact on student learning, and quality and clarity of the submission (and presentation for finalists).

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 Teaching Innovation Competition winner based on these presentations.

What You Can Win:
The winning entry receives the 2027 MMA Teaching Innovation Competition Award and $1,000. The other two finalist entries each receive MMA Teaching Innovation Excellence Awards and $250. Other noteworthy entries may receive MMA Meritorious Teaching Innovation 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.** By submitting, all authors commit to register for the conference by August 13, 2027, and attend if selected as a finalist or award winner.

What to Submit:
Make your submission as a single Word file limited to 1,500 words addressing:
1. Explain the problem, issue, or situation the innovation addresses in marketing education.
2. Describe the innovation, its uniqueness, and its use in class.
3. Address the innovation's effectiveness. Some teaching innovations worthy of recognition may not yet have rigorous evaluative research; therefore, empirical evidence is not required. Instructor observations and student feedback can be included.
4. Outline how other marketing educators can adopt the innovation.
5. Note any challenges and how they were or can be overcome.

Submissions must not include any author identification. Citations must follow APA guidelines.

Questions? Contact the Competition Coordinator, Adrienne Wallace, wallacad@gvsu.edu.