



2026 Annual Teaching Innovation Competition Call for Submissions

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

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 significance of the innovation, uniqueness, adaptability, impact on student learning, assessment, and presentation clarity.

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 Teaching Innovation Competition winner based on these presentations.

What You Can Win:

The winning entry receives the 2026 MMA Teaching Innovation Competition \$500 prize. The other two finalist entries 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.** Note that submitting indicates the intention of all authors to register for the conference by August 31, 2026, and attend the conference if selected as a finalist.

What to Submit:

Submissions are 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 might not yet have been subject to rigorous evaluative research; therefore, empirical evidence is not mandatory. 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.