



Marketing Educators' Association (MEA)

www.marketingeducators.org

MEA is taking its conference to Seattle, WA April 2-4 2020

Renaissance Seattle Hotel

515 Madison Street, Seattle, WA 98104

Submission Portal Opens August 1, 2019

Submission Deadline December 1, 2019

Marketing Educators Association (MEA) is the premier international organization for faculty development of the marketing professoriate. The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

MEA emphasizes several topics dealing directly with marketing education/pedagogy. Proposals for special sessions, position papers, and conceptual and empirical competitive papers are invited to submit. For further details please consult our website: www.marketingeducators.org Topics in the past include digital marketing certificates, social media analytics, marketing data analytics, virtual reality in marketing, development of learning styles and innovative teaching methods & curriculum development. *This year we encourage members to collaborate with practitioners to increase the validity of the marketing pedagogically grounded practices in the classroom. Panel discussions that incorporate members from the marketing community are encouraged and welcome. Finally, student presentations are encouraged to engage student research outcomes into a presentation or panel.* An outstanding paper will be selected from among the accepted competitive submissions. It will be considered for publication in the Journal of Marketing Education, the premier journal in the field of marketing education.

Competitive papers, position papers and special session proposals are invited in the topic areas listed. Qualified marketing education peers will referee papers submitted through either a double-blind peer review process (competitive papers), or through editorial review (position papers and special session proposals). Accepted papers of all three types from authors who register for the conference and appear to present their work will be published in the online Proceedings. Please refer to our website for instructions and guidelines for paper submission
www.marketingeducators.org

Submission shows intent to register for the conference and present your paper at the time and date specified in the Conference Program that will be available online before the conference. Conference registration includes a one-year online subscription to the Journal of Marketing Education. Students are very important to us and so is their research. Graduate student papers are encouraged and an award for the best graduate student competitive paper includes free registration for the conference the following year is offered this year. Visit our website for further instructions on track submission guidelines for student presentations, position papers, competitive submissions, and special sessions.

Who to contact:

Conference Information:	Dr. Sarah Fischbach, President, sarah.fischbach@pepperdine.edu
Position Papers/Special Sessions:	Dr. Jennifer Zarzosa, President Elect, zarzosj@hsu.edu
Competitive Papers:	Darrin Duber-Smith, Vice-President ddubersm@msudenver.edu
Registration/Payment/Membership	Dr. Brian Jorgensen, bkj@westminstercollege.edu
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