Becoming a More Effective Marketing Educator: A faculty development workshop…

Sponsored by the Marketing Educators' Association (MEA)

What: This faculty development workshop enhances the teaching effectiveness of marketing educators. Workshop topics include:

- Course design – building a great course
- Best teaching practices – making the most of several instructional practices
- Mentoring students – connecting with students
- Classroom management – handling those "opportunities for personal growth…"
- Assessment of learning – evaluating student learning achievement
- The scholarship of teaching – engaging in reflective practice

Who should attend:
The workshop will help any marketing educator who wants to "boost" their teaching effectiveness - especially recommended for newer faculty, doctoral students, and others who want to jumpstart or refresh their teaching.

When:
This pre-conference workshop is offered in conjunction with the annual meeting of the Marketing Educators' Association.
8am – 3pm, Thursday, April 23rd (the MEA conference starts at 3:30pm)

Where: Fairmont Newport Beach Hotel, Newport Beach, CA

Price: $100; includes lunch, breaks and workshop materials

Workshop Presenters:
Charles Duke, Professor of Marketing, Clemson University – Associate Editor of the *Journal of Marketing Education*, numerous citations for teaching excellence, many publications on the scholarship of teaching in marketing education

Gary Karns, Professor of Marketing, Seattle Pacific University – Past-President of the Marketing Educator's Assn., recipient of the MEA Outstanding Educator of the Year award, scholarship focused on marketing education

▸▸▸ **How to register:** Visit the MEA web site www.marketingeducators.org

REGISTER EARLY - PARTICIPATION IS LIMITED TO THE FIRST 20 REGISTRANTS!