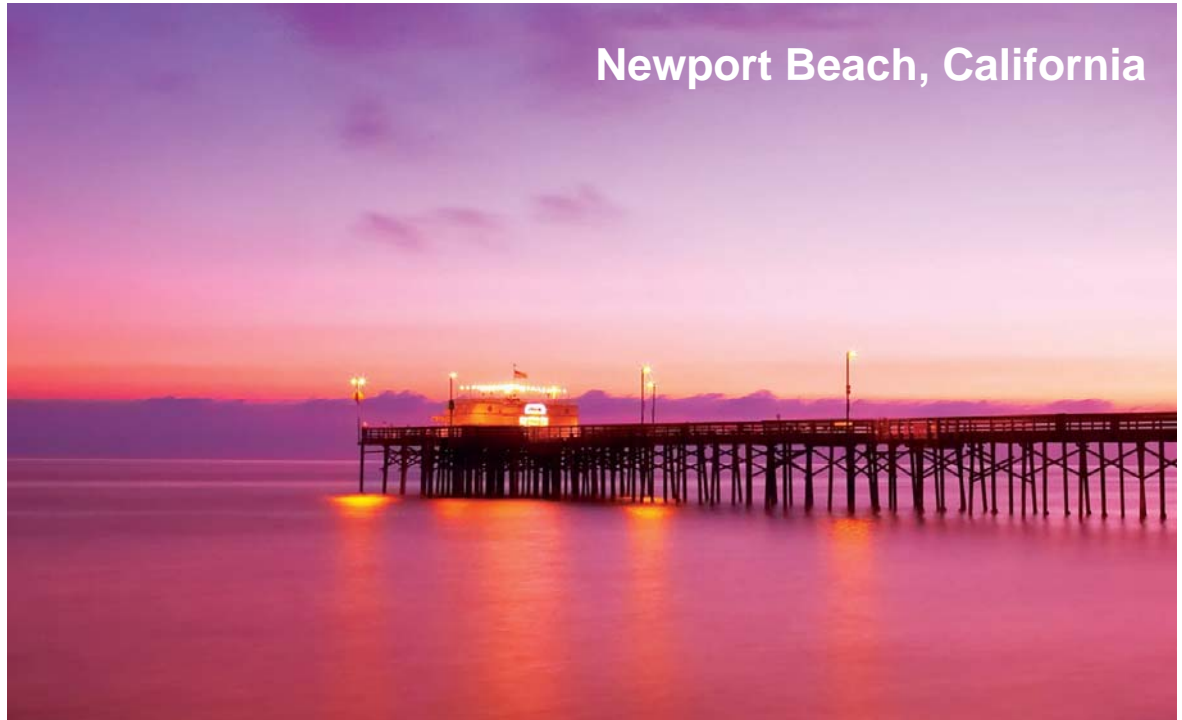


# 2009 Call for Papers

## Marketing Educators' Association



Newport Beach, California

2009 Conference — April 23-25, 2009  
Newport Beach, California  
Fairmont Hotel Newport Beach  
**Submission Deadline**  
**October 31, 2008**

The 33rd annual conference of the Marketing Educators' Association will be held from **April 23-25, 2009 at the Fairmont Hotel Newport Beach** in Newport Beach, California. Bask under the warmth of Southern California skies and enjoy the balmy Mediterranean climate. Located along the beautiful Pacific Ocean in famous Orange County, the city of Newport Beach offers waterfront dining, designer shopping, exciting nightlife, and stunning scenery with pristine beaches, secluded coves, and magnificent Newport Harbor.

The Fairmont Hotel Newport Beach, a full-service conference hotel, offers free shuttle service to and from John Wayne Airport, South Coast Plaza and Newport Fashion Island shopping centers, charming Balboa Island, and beautiful Big Corona Beach. Stroll along Balboa Pier or the bay front boardwalk. Explore quaint Balboa Island, reminiscent of Cape Cod but with a distinct California culture. Dine, shop, and sightsee in Cannery Village or Lido Marina Village, or catch a glimpse of seafaring life along Mariner's Mile. Relax and be pampered in the hotel's Willow Stream Spa. Consider spending an extra day or two exploring the southern California coast or visiting a theme park such as Disneyland and Disney's California Adventure or Knott's Berry Farm. Numerous attractions are just a short drive from the hotel, and car rentals are available on site.

The conference will include Competitive Papers, Special Sessions, and Contemporary Issues. Conference registration includes a one year subscription to the *Journal of Marketing Education*.

## OUTSTANDING PAPER COMPETITION

An outstanding paper will be selected from among the accepted submissions. The paper will be considered for publication in the *Journal of Marketing Education*. This is the premier journal in the field of marketing education.

### TOPICS FOR PAPERS AND SPECIAL SESSIONS

The emphasis of the Marketing Educators' Association is on topics dealing directly with marketing education. Proposals for Special Sessions and conceptual and empirical papers in the following areas are particularly invited:

#### Marketing Education Issues

1. Measuring student performance.
2. Learning-style issues in marketing education, student development, performance and assessment.
3. Computer applications in marketing education.
4. Innovation in traditional teaching methods.

#### Student/Department Development Issues

1. Internships and client-based projects.
2. Placement activities.
3. Alumni relations and fund-raising activities.
4. Community, college and university relations.
5. Developing institutes, centers and interest/advisory groups.

#### Marketing Technology

1. Multimedia use in the marketing classroom.
2. Internet discussion groups.
3. The role of new media in marketing communications.
4. Using the web as a teaching tool.

#### Curriculum Issues

1. Developing new or interdisciplinary courses.
2. Integrating ethics, management of technology and international issues in the marketing curriculum.
3. Integrating student interpersonal competency development.
4. Responses to evolving AACSB curriculum standards (outcomes measurement).

#### Faculty Development Issues

1. Faculty development and evaluation.
2. Integrating scholarship and teaching.
3. Balancing career obligations in research, teaching and service.

#### Marketing Strategy

1. Organizational use of marketing strategy.
2. Trends in E-marketing.
3. Developments in consumer behavior.
4. Issues in advertising research and practice.
5. Marketing and the law.

## COMPETITIVE PAPER SUBMISSION GUIDELINES

1. Papers should be submitted electronically by **October 31, 2008**.
2. Abstracts and incomplete papers cannot be considered.
3. All papers are blind-reviewed.
4. Papers should not exceed 12 double-spaced, typed pages not including tables, figures, exhibits, and references.
5. *Journal of Marketing Education* format should be followed.
6. The title of the paper should head the first page of the submission.
7. Authors of papers presented in the Competitive Sessions will have the option of including either the abstract or the complete paper in the conference proceedings.
8. One or more authors of each accepted paper must attend the conference.

### Please send papers in electronic format (Word or rtf) to:

Dr. Glen Brodowsky  
MEA Vice-President and Program Co-Chair  
(2008-09)  
California State University San Marcos  
Phone: 760.750.4261  
[glenbrod@csusm.edu](mailto:glenbrod@csusm.edu)

## VOLUNTEERS FOR CONFERENCE ROLES

If you would like to participate in the 2009 conference as a reviewer, session chair, or discussion leader, please notify Dr. Glen Brodowsky, [glenbrod@csusm.edu](mailto:glenbrod@csusm.edu)

## **SPECIAL SESSIONS AND CONTEMPORARY ISSUES**

Special Sessions consist of panel discussions, tutorials and workshops. Special sessions are designed to provide an opportunity for a focused presentation of topics of special interest to marketing educators. Special Session proposals should strive to demonstrate an optimum level of thematic cohesion and value to those interested in the special session topic. Proposals that are novel/emergent in terms of either subject matter and/or methodology are greatly valued. Special Sessions should be designed to provoke, challenge, and generate discussion. It is up to special session authors to identify participants in advance to sign up as presenters for the proposed Special Session Topic. The special session chairs are responsible for quality control over the presentations in their session. Submit a two or three page proposal describing the topic, rationale, format, and a tentative list of participants (panelists, speakers) by **October 31, 2008**.

**Contemporary Issues** (table topics) are interactive roundtable discussions. They are typically 30 minutes long. Contemporary Issues sessions should be designed to generate discussion. Contemporary Issues chairs are responsible for quality control over the session. Submit a one-page summary of the proposed topic by **October 31, 2008**.

**Please send proposals for Special Sessions and Contemporary Issues in electronic format (Word or rtf) to:**

Dr. Robert Lupton  
President-Elect and Program Co-Chair (2008-09)  
Central Washington University  
Phone: 509.963.1789  
FAX: 509.963.1721  
E-mail: [luptonr@cwu.edu](mailto:luptonr@cwu.edu)



[www.marketingeducators.org](http://www.marketingeducators.org)