2011 MEA Conference April 21-23, 2011
Downtown San Diego, California
The Westin Gaslamp Quarter, San Diego

Submission Deadline
October 29, 2010

The 35th annual conference of the Marketing Educators' Association will be held April 21-23, 2011 at the Westin Gaslamp Quarter Hotel in Downtown San Diego, California. The Westin Gaslamp Quarter Hotel is an urban retreat next to the historic Gaslamp Quarter featuring some of the city's hottest nightlife, dining, shopping, and entertainment. The city’s harbor front is within walking distance, and offers such attractions as Seaport Village, the USS Midway and, of course, beautiful sunset views. The World Famous San Diego Zoo, located in exquisite Balboa Park, is just a short cab ride away. Don't forget to bring your clubs to enjoy some of the world-class golf courses nearby. And a special MEA Friday Night Social Networking event at the San Diego Harbor House will be featuring the Dave Rawlinson Band with Lenny Price on sax.

The Westin offers first class amenities. Modern, understated and elegant, the hotel offers a state-of-the-art fitness center, outdoor swimming pool, in-room spa treatments, and fine food and drink. And after an activity filled day, retire to a comfortable, contemporary room appointed in relaxing and pleasant color schemes, with partial city views to inspire. Sleep in one of Westin’s Heavenly Beds® for a great night's rest. In each room, a desk with leather chair provides ample work space and High Speed Internet Access.

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, SPECIAL SESSIONS AND CONTEMPORARY ISSUES
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
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 29, 2010.
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 via e-mail only in electronic format (Word or rtf) to:

Dr. Ed Petkus
Vice President and Program Co-Chair
Ramapo College of New Jersey
Anisfield School of Business
epetkus@ramapo.edu

VOLUNTEERS FOR CONFERENCE ROLES
If you would like to participate in the 2011 conference as a reviewer, session chair, or discussion leader, please notify Dr. Clay Daughtrey, MEA Secretary-Treasurer, daughtre@mscd.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 29, 2010.

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 29, 2010.

Please send proposals for Special Sessions and Contemporary Issues via e-mail only in electronic format (Word or rtf) to:

Dr. Susan Cadwallader
President-Elect and Program Co-Chair (2010-2011)
California State University, Fullerton
Fullerton, CA, USA  92834
657.278.7565
scadwallader@fullerton.edu

Share the MEA experience with a colleague.
Collaborate on a paper or special session proposal!

www.marketingeducators.org