

Register Early – Participation is Limited to the FIRST 20 Registrants!



***Becoming a More Effective
Marketing Educator***

**Pre-Conference Workshop for Graduate
Students and Faculty**

**2012 Marketing Educators' Association Conference
April 19-21, 2012 in Long Beach, California**

Topics

- Course Design – building a great course
- 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

Attendance

- Faculty new to their academic career or wanting a “boost” in their teaching effectiveness
- Doctoral students

Date, Time, and Place

- Thursday, April 19, 2012
- 9 a.m. – 4 p.m. (MEA Conference begins at 5 p.m.)
- Long Beach, California, Long Beach Hilton Hotel and Conference Center (conference hotel)

Cost (includes lunch, breaks, and workshop materials)

- Price for Pre-conference Workshop = \$110
- Price for MEA Conference = \$360 (early-bird)
- Doctoral Student Only Discount = \$300 for the Pre-conference Workshop plus MEA Conference

Registration

- Contact Clay Daughtrey at Daughtre@mscd.edu or (303) 556-2114

Workshop Presenters

- **Charles Duke, Ph.D.** is a Professor of Marketing at Clemson University. In addition to being the Associate Editor of the *Journal of Marketing Education*, Charles is a recipient of the MEA Outstanding Educator of the Year award with numerous articles on marketing education.
- **Gary Karns Ph.D.** is a Professor of Marketing at Seattle Pacific University. Gary is a past-president of the MEA and a recipient of the MEA Outstanding Educator of the Year award. Gary's research is focused on marketing education.

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