The 38th annual conference of the Marketing Educators’ Association will be held April 24-26, 2014 at The San Jose Marriott in Silicon Valley.

The San Jose Marriott is located in the heart of the tech capital of the world, Silicon Valley. Laid out like a cultural campus with performing arts, edgy museums, and cutting-edge galleries nearby, San Jose’s downtown also provides easy access to unique and eclectic restaurants, coffeehouses, breweries, shopping, and activities for all ages. San Jose serves as the hub between the Monterey Peninsula, home to Pebble Beach, the 17 mile-drive, and the gorgeous Pacific Ocean, and San Francisco, home to all of the excitement that is the City by the Bay.
Conference registration includes a one-year online subscription to the *Journal of Marketing Education*.

**OUTSTANDING PAPER COMPETITION**
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.

**TOPICS FOR PAPERS, PROPOSALS, AND SPECIAL SESSIONS**
The emphasis of the Marketing Educators' Assn. is on topics dealing directly with marketing education. Proposals for Special Sessions, position papers, and conceptual and empirical competitive papers in the following areas are particularly invited:

**General Marketing Education Issues**
1. Learning-styles, student development, performance and assessment.
2. Innovative teaching methods and curriculum development
3. The role of marketing education in general education.

**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/social media in marketing efforts.
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 (assurance of learning).

**Faculty Development Issues**
1. Faculty development and evaluation.
2. Integrating scholarship and teaching.

**NEW! POSITION PAPERS – SUBMISSION GUIDELINES**
Working on an idea regarding marketing education, but not ready to roll it out in a competitive session. Consider submitting it as a position paper. Presenting your position paper at the conference will give you a chance to network with colleagues who have similar interests and who can give you feedback on your work in progress.
1. Proposals should be two, double-spaced, 12 point type pages, not including references, tables, figures, and exhibits (if included)
2. *Journal of Marketing Education* format should be followed.
3. One or more authors of each accepted paper must attend the conference to present the position paper.

Please send position papers via e-mail only in electronic format (Word) by **December 1, 2013** to:

Dr. Gregory Black, President-Elect and Co-Chair  
Department of Marketing  
Metropolitan State University  
gblack4@msudenver.edu
COMPETITIVE PAPERS - SUBMISSION GUIDELINES

1. Please submit a full paper (not just an abstract).
2. All papers are blind-reviewed.
3. Papers should not exceed 12 double-spaced, typed pages not including tables, figures, exhibits, and references.
4. *Journal of Marketing Education* format should be followed.
5. Formatting guidelines and a sample paper are posted on the MEA website.
6. 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.
7. One or more authors of each accepted paper must attend the conference.

Please send competitive papers via e-mail only in electronic format (Word) by **December 1, 2013** to:

Dr. John Eaton, VP and Program Co-Chair
Department of Marketing, Arizona State University
John.Eaton@asu.edu

SPECIAL SESSIONS – SUBMISSION GUIDELINES

Special Sessions are panel discussions, tutorials and workshops designed to provide an opportunity for a focused presentation on topics of special interest to marketing educators. Special Sessions should be designed for 45 minutes of presentation and discussion. Submit a two or three page proposal describing the topic, rationale, format, and a list of presenters. Guidelines for formatting the Special Sessions are posted on the MEA website.

Please send special sessions via e-mail only in electronic format (Word) by **December 1, 2013** to:

Dr. Gregory Black, President-Elect and Co-Chair
Department of Marketing, Metropolitan State University
gblack4@msudenver.edu

VOLUNTEER FOR CONFERENCE ROLES

If you would like to participate in the 2014 conference as a reviewer, session chair, or discussion leader, please notify:

Dr. John Eaton
MEA Vice-President and Program Co-Chair
John.Eaton@asu.edu