Call for Papers

MARKETING EDUCATORS’ ASSOCIATION
Thirty-Ninth Annual Conference
APRIL 15-17, 2015 (Wed – Fri)

SLS Hotel & Casino
Las Vegas, NV

Submission Deadline: December 7, 2014

Competitive papers, position papers and special session proposals are invited in the topic areas listed. Qualified marketing education peers will referee papers submitted through either a double-blind peer review process (competitive papers), or through editorial review (position papers and special session proposals). Accepted papers of all three types from authors who register for the conference and appear to present their work will be published in the online Proceedings. Submission shows intent to register for the conference and present your paper at the time and date specified in the Conference Program that will be available online before the conference. Conference registration includes a one-year online subscription to the Journal of Marketing Education.

Students are very important to us and so is their research. Graduate student papers are encouraged and an award for the best graduate student paper that includes free registration for the conference is offered this year.

MEA OFFICERS 2014-2015
President: Gregory S. Black, gblack4@msudenver.edu
President-Elect: John P. Eaton, John.Eaton@asu.edu
Vice-President: Michelle M. Nelson, mnelson@linfield.edu
Secretary/Treasurer: Robert Trumpy, trumpyr@cwu.edu

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
The emphasis of the Marketing Educators’ Association is on topics dealing directly with marketing education/pedagogy. Proposals for special sessions, position papers, and conceptual and empirical competitive papers in the following areas are particularly invited.

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

Student/Department Development Issues
- Internships and client-based projects
- Place activities
- Alumni relations and fund-raising activities
- Community, college and university relations
- Developing institutes, centers and interest/advisory groups

Marketing Technology
- Multimedia use in the marketing classroom
- Internet discussion groups
- The role of new/social media in marketing efforts
- Using the web as a teaching tool

Curriculum Issues
- Developing new or interdisciplinary courses
- Integrating ethics, management of technology and international issues in the marketing curriculum
- Integrating student interpersonal competency development
- Responses to evolving AACEB curriculum standards (assurance of learning)

Faculty Development Issues
- Faculty development and evaluation
- Integrating scholarship and teaching
- Balancing research, teaching and service
SUBMISSION GUIDELINES

Competitive Papers
- Please submit a full paper (not just an abstract)
- On the first page of your submission, identify the area in which your paper fits
- All papers are blind reviewed
- Papers should not exceed 12 double-spaced, typed pages, not including tables, figures, exhibits, and references
- *Journal of Marketing Education* format should be followed
- Authors of competitive papers have the option of including either the abstract or the complete paper in the *Proceedings*
- One of more authors must of each accepted paper must attend the conference and present the paper
- Please send competitive paper submissions to Dr. Michelle M. Nelson, VP and Program Co-chair, Department of Business, Linfield College, McMinnville, Oregon, mnelson@linfield.edu

Position Papers
- Working on an idea regarding marketing education, but not ready to roll it out as a fully-developed paper yet? Your work may be perfect for a position paper. Presenting your 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
- On the first page of your submission, identify the area in which your paper fits
- Proposals should not exceed three double-spaced pages, not including tables, figures, exhibits, and references
- *Journal of Marketing Education* format should be followed
- One of more authors must of each accepted paper must attend the conference and present the paper
- Please send position paper submissions to Dr. John P. Eaton, President-Elect and Program Co-chair, Department of Marketing, Arizona State University, John.Eaton@asu.edu

Special Session Proposals
- 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
- On the first page of your submission, identify the area in which your paper fits
- Submit a 2-3 page proposal describing the topic, rationale, format, and a list of participants who will be in the session
- *Journal of Marketing Education* format should be followed
- Please send special session proposals to Dr. John P. Eaton, President-Elect and Program Co-chair, Department of Marketing, Arizona State University, John.Eaton@asu.edu

CONFERENCE HOTEL
SLS Hotel & Casino in Las Vegas is an all-encompassing, mixed-use resort and casino with more than 1,600 guest rooms and suites, 30,000 square feet of flexible meeting space, and a collection of acclaimed restaurants. This hotel is scheduled to open around Labor Day of this year, making it almost brand new for our visit in April 2015! The hotel cost will be $139 per night for Wednesday and Thursday nights (or a couple of nights before the conference if you want to go early). The price will go up to $198 on Friday night. If you come a day early, the cost will be $139 Tuesday night also. The monorail that runs the length of the strip will be extended to this new hotel, making travel from the SLS to the MGM Grand very easy. Hotel reservations need to be made by March 23, 2015 to receive these rates.

http://slshotels.com/lasvegas/

THURSDAY NIGHT ACTIVITY
A possible Thursday night activity will be to take the 30-minute ride in the new High Roller Ferris Wheel in Las Vegas, currently the tallest in the world. Each passenger pod on the High Roller holds 40 people. There is also a nice shopping and dining area at the base of the ride.

For more information, please visit the MEA website: www.marketingeducators.org