



The Marketing Educators' Association Marketing Educator of the Year Award for 2011

Call for Nominations

Procedures: Nominations for this award may be submitted by an individual with adequate knowledge of the nominee's teaching. The nomination shall take the form of a letter, detailing the nominee's achievements within the broad area of teaching. A current copy of the nominee's vita must accompany the letter of nomination. Additional supporting documentation in the form of letters from faculty, students, or administrators may be provided.

Such documentation shall not be required and shall be limited to no more than five such letters. Please send all documents electronically.

Deadline is January 31, 2011.

A committee appointed and chaired by the MEA Past President will select the award recipient.

The nomination of any nominee for this award who is deemed by the committee to have met the criteria for the award, but who does not receive the award in the year nominated, shall be automatically and indefinitely rolled over for consideration for the award in subsequent years.

Nominations and supporting material will be accepted through January 31, 2011. Please send all documents electronically to:

Robert A. Lupton
MEA Immediate Past President
luptonr@cwu.edu
509.963.2611

Thank you, and we hope to see you at the MEA conference in San Diego.

This award, established in 1986, recognizes superior and distinguished achievement in the academic field of marketing. This year's recipient will be announced at the annual conference in Seattle and will receive a personalized plaque, a monetary award, and complimentary conference registration in recognition of this achievement.

Eligibility: The nominee must be a regular member in good standing of MEA, and marketing courses must represent the majority of the individual's teaching assignment. A nominee will not be selected unless he or she is available and planning to attend the conference at which the award is made, where he or she will also be asked to speak.

Criteria: Excellence in teaching marketing topics, marketing research, and marketing education research shall be the criteria used in evaluating each nominee. For the purposes of this evaluation, teaching is defined in its broadest sense. Teaching includes, but is not limited to:

- Classroom performance.
- Advising of both individual students and student groups/organizations.
- Publications of a pedagogical nature, such as journal articles, textbooks, cases, manuals and software.
- Preparation of graduate students who themselves go on to become excellent teachers.
- Advancement of the field of marketing education.



2011 MEA Conference - April 21-23
San Diego, California, USA