Marketing Educators' Association
Established in 1978

2014-2015 MEA Membership Directory

MEA is the premier international organization devoted to advancing the practice and scholarship of marketing education.

The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.
Member Mailing List Acceptable Use Policy

The Marketing Educators' Association (MEA) Address and E-mail Directory is designed to facilitate communication between and among members. Marketing of products or advertising of any kind is not allowed. Attempting to obtain email addresses for any purpose other than for which the directory was designed is prohibited. The MEA membership addresses can be leased by contacting the president or secretary.

About the Marketing Educators' Association

The MEA was originally incorporated as the Western Marketing Educators' Association, a nonprofit organization under Section 501 (c)(3) on April 28, 1978, by the Internal Revenue Service; and on August 15, 1979, by the State of California. The Articles of Incorporation approved by the IRS and the State of California were signed by the following MEA representatives:

Hal Kassarjian (UCLA)
Max Lupul (California State University, Northridge)
H. Bruce Lammers (California State University, Northridge)

By vote of the members in June 2000, the organization became national in scope and the name was changed to Marketing Educators' Association (MEA).

www.marketingeducators.org

Membership Information

Annual dues are $50, which includes an online one-year subscription to the Journal of Marketing Education (JME). Members will receive news on the MEA web site, the annual on-line membership directory, and perennial announcements of the annual conference program. Persons who register for the annual conference receive one year of MEA membership plus a one-year subscription to the Journal of Marketing Education.

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5. Gerald S. Albaum, University of Oregon, 1981-1982
7. Irene L. Lange, California State University, Fullerton, 1983-1984
8. Bruce J. Walker, Arizona State University, 1984-1985
11. Feliksas Palubinskas, California State University, Long Beach, 1987-1988
15. Gary F. McKinnon, Brigham Young University, 1991-1992
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19. Debra A. Haley, University of New Mexico, 1995-1996
20. Shirley M. Stretch-Stephens, California State University, Los Angeles, 1996-1997
23. Mary T. Curren, California State University, Northridge, 1999-2000
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24. Katrin R. Harich, California State University, Fullerton, 2000-2001
25. Stuart Van Auken, Florida Gulf Coast University, 2001-2002
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33. Robert A. Lupton, Central Washington University 2009-10
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35. Susan Cadwallader, California State University, Fullerton, 2011-12
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38. Gregory S. Black, Metropolitan State University of Denver, 2014-15

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1. Max Lupul, California State University, Northridge, 1970-1993
2. Bruce Lammers, California State University, Northridge April 1993 to April 1999
3. Richard Davis, California State University, Chico April 1999 to 2000

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1. Richard Davis, California State University, Chico April 2000 to 2002
2. Robert Lupton, Central Washington University April 2002 to April 2009
3. Clay Daughtrey, Metropolitan State University April 2009 to April 2015

Past Recipients of Marketing Educators' Association Lifetime Contribution Award

2014 Charles Duke, Clemson University, was honored with the MEA Lifetime Contribution Award at the 14th Annual MEA Conference in San Jose, California.

2011 Stuart Van Auken, Florida Gulf Coast University, was honored with the MEA Lifetime Contribution Award at the 11th Annual MEA Conference in San Diego, California.
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**2010 Irene L. Lange**, California State University, Fullerton, was honored with the MEA Lifetime Contribution Award at the 10th Annual MEA Conference in Seattle, Washington.

**2001 Bruce Stern**, was honored with the MEA Lifetime Contribution Award at the Inaugural Conference of MEA in Kona, Hawaii.

**Past Recipients of Marketing Educators' Association Marketing Educator of the Year Award**

**2014 Barbara L. Gross**, California State University, Northridge was honored as the educator of the year at the 14th Annual MEA Conference in San Jose, California.

**2013 Ruth Taylor**, Texas State University, San Marcos was honored as the educator of the year at the 13th Annual MEA Conference in Portland, Oregon.

**2012 Helena Czepiec**, Cal Poly Pomona was honored as educator of the year at the 12th Annual MEA Conference in Long Beach California.

**2011 Regina Schlee**, Seattle Pacific University, was honored as the MEA Educator of the Year at the 11th Annual MEA Conference in San Diego, California.

**2010 Charles R. Duke**, Clemson University, was honored as the MEA Educator of the Year at the 10th Annual MEA Conference in Seattle, Washington.

**2009 Mary T. Curren**, California State University, Northridge, was honored as the MEA Educator of the year at the 9th Annual MEA Conference in Newport Beach, California.

**2008 John A. Schibrowsky**, University of Nevada, Las Vegas, was honored as the MEA Educators of the Year at the 8th Annual MEA Conference in Salt Lake City, Utah.

**2007 Charles H. Patti**, University of Denver, was honored as the MEA Educator of the Year at the 7th Annual MEA Conference in San Antonio, Texas.

**2006 Stuart Van Auken**, Florida Gulf Coast University, was honored as the MEA Educator of the Year at the 6th Annual MEA Conference in San Francisco, California.

**2005 Nancy T. Frontczak**, Metropolitan State College, was honored as the MEA Educator of the Year at the 5th Annual MEA Conference in La Jolla, California.

**2004 Douglas J. Lincoln**, Boise State University, was honored as the MEA Educator of the Year at the 4th Annual Conference of MEA in Las Vegas, Nevada.

**2003 Katrin R. Harich**, California State University, Fullerton, was honored as the MEA Educator of the Year at the 3rd Annual Conference of MEA in Scottsdale, Arizona.

**2002 H. Bruce Lammers**, California State University, Northridge, was honored as the MEA Educator of the Year at the 2nd Annual Conference of MEA in San Diego, California.

**2001 Gary L. Karns**, Seattle Pacific University, was honored as the MEA Educator of the Year at the Inaugural Conference of MEA in Kona, Hawaii.
Past Recipients of Western Marketing Educators’ Association

Marketing Educator of the Year Award

2000 George E. Belch, San Diego State University, was honored as the WMEA Educator of the Year at the 24th Annual WMEA Conference in Lake Tahoe, Nevada.

1999 Robert F. Gwinner, Arizona State University, was honored as the WMEA Educator of the Year at the 23rd Annual WMEA Conference in Palm Spring, California.

1998 Ralph C. Hook, University of Hawaii, was honored as the WMEA Educator of the Year at the 22nd Annual WMEA Conference in San Diego, California.

1997 Gary F. McKinnon, Brigham Young University, was honored as the WMEA Educator of the Year at the 21st Annual WMEA Conference in Scottsdale, Arizona.

1996 Craig A. Kelley, California State University, Sacramento, was honored as the WMEA Educator of the Year at the 20th Annual WMEA Conference in Monterey, California.

1995 Irene L. Lange, California State University, Fullerton, was honored as the WMEA Educator of the Year at the 19th Annual WMEA Conference.

1994 Charles R. Goeldner, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 18th Annual WMEA Conference.

1993 Harold H. Kassarjian, California State University, Northridge, was honored as the WMEA Educator of the Year at the 17th Annual WMEA Conference.

1992 Bruce L. Stern, Portland State University, was honored as the WMEA Educator of the Year at the 16th Annual WMEA Conference.

1991 Thomas R. Wotruba, San Diego State University, was honored as the WMEA Educator of the Year at the 15th Annual WMEA Conference.

1990 Philip R. Cateora, University of Colorado, was honored as the WMEA Educator of the Year at the 14th Annual WMEA Conference.

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1988 David L. Kurtz, University of Arkansas, was honored as the WMEA Educator of the Year at the 12th Annual WMEA Conference.

1987 William J. Stanton, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 11th Annual WMEA Conference.

1981 Max Lupul, California State University, Northridge, was honored as the WMEA Educator of the Year at the 5th Annual WMEA Conference.
The Journal of Marketing Education is the leading international scholarly journal devoted to issues in marketing education. It was recognized by Journal of Marketing in 2003 as the most influential journal in the field of marketing education. The objective of the Journal of Marketing Education is to publish articles focusing on the latest techniques in marketing education, emphasizing new course content and teaching methods. Its purpose is to provide a forum for the exchange of ideas, information, and experiences related to the process of educating students of marketing and advertising.

Our audience is largely composed of marketing faculty members at institutions of higher education where teaching is an important component of the assignment. The readership of the Journal of Marketing Education is international in scope, with a significant representation in university libraries.

The Journal of Marketing Education strives to enhance excellence in instruction by providing our readership with innovative plans for effective methods of teaching. First priority for publication goes to articles that specifically address this objective. The Journal of Marketing Education also publishes articles that address various professional issues of importance to marketing faculty members. Development of the curriculum, career development, and the state of the profession are examples of such areas of interest.

SUBMISSION OF INITIAL MANUSCRIPTS
To expedite initial consideration of your manuscript, please prepare and submit it according to the following guidelines.

Prior Publication
Manuscripts are considered for publication only if they have not been published or accepted for publication elsewhere and are not concurrently being reviewed for publication elsewhere. Publication of a one-page abstract of the manuscript in conference proceedings will not preclude consideration for publication in the Journal of Marketing Education.

Manuscript Length and Evaluation Criteria
Manuscripts ordinarily should be between 4,000 and 7,000 words (15 to 30 pages), plus appropriate references, tables, and other supporting materials. Authors should strive for conciseness, readability, and a high density of contribution per page.

Manuscripts are (double blind) judged using the following seven criteria: (1) overall contribution to the marketing education literature, (2) significance of the topic to marketing education, (3) adequacy of literature review, (4) conceptual rigor, (5) content organization, (6) writing quality, and (7) strength of implications. Empirical manuscripts are also judged on methodological appropriateness and rigor, data analysis quality, and presentation of results and outcomes.
**Style Guidelines**

The entire manuscript, including references, should be double-spaced. Use only standard 12-point type. Place the sections of the manuscript in the following order: title page with abstract (150-200 words), body, appendices, footnotes, reference list, tables, exhibits, maps, and figures. Begin each section on a new page. All pages should be numbered.

Use standard author-date citations within the text. Note with item number and title where tables, exhibits, and so forth should appear in the body of the text (e.g., between two paragraphs: Table 1-Respondent Characteristics).

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Neither the names(s) nor the university affiliation(s) of the author(s) should appear anywhere in the manuscript or be easily deciphered. This is necessary to preserve the blind review process.

Submit three electronic files. One file should include the manuscript and all its tables, exhibits, and so on. Another file must include a cover sheet with the manuscript's title, authors(s), affiliation(s), and contact information for all authors. The final file must contain a formal submission letter submitted by the contact author. All three files should be in Microsoft Word (.doc) format. All documents must not contain more than one period or dot (.) in their file names, and neither should they contain unusual characters. The use of the contact author’s last name as the only file name is recommended (e.g., Lincolnbody.doc, Lincolncover.doc, Lincolnletter.doc).

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**MANUSCRIPT REVIEW PROCEDURES**

Manuscripts are normally desk reviewed by the editor and acknowledged within 2 weeks of receipt. If the manuscript passes this desk review, they are forwarded to three reviewers for a formal evaluation. Those reviews are usually completed within 10 weeks. Authors of non-rejected manuscripts can expect an invitation to make and submit either a major or minor revision. Major revisions are returned to the original three reviewers, whereas minor revisions may or may not be sent to them depending on the editor’s judgment. All accepted manuscripts are currently being published within 1 year of acceptance. At the present time, the *Journal of Marketing Education* publishes approximately one in four manuscripts received for review.
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The *Journal of Marketing Education* is published three times a year by Sage Publications. The Marketing Educators’ Association sponsors the *Journal of Marketing Education* with additional support provided by Sage Publications and the College of Business and Economics at Boise State University.

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