

Title of Manuscript

By

Author Information including: First, Name, Last Name, Title

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Use Times New Roman, 12 Points Font. Bold the Title only. Provide your abstract with between 100 - 150 words. Please explain your manuscript ideas, your most important and valuable supporting literature. This many include the number of participants used in your research sample, type of research procedures and results from the findings. It would be valuable to include information related to how this research would be most useful to the general marketing education population. If you decide to include an extended abstract then please use the following format with no more than 500 words. If you do not decide to complete an extended abstract then the below bolded title items are not required. Thank you.

Purpose of the Study:

Method/Design and Sample:

Results:

Value to Marketing Education:

Keywords: