Best Paper Awards 2.0 Marketing Educators Association 2020

The Marketing Educators Association (MEA) is the premier international organization for faculty development of the marketing professoriate.

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.

In the past, we have given awards to the **best competitive paper**. Now that we are in our *44th year of submissions,* we are able to expand beyond the single awards. Best Paper Awards 2.0 for 2020 will include awards for tracks including:

- Digital analytics
- Social media
- Sales classroom
- Marketing research
- Curriculum development
- Innovative teaching methods
- Development of learning style
- Student author research

Educators are invited to submit proposals for special sessions, position papers, and conceptual and empirical competitive papers.

Learn how to submit papers here.

As you submit your papers, please indicate which track your submission most closely aligns.

We ♥ Our Sponsors

Over 44 years, we have gathered a wonderful group of sponsors. Thank you for each one of you that have made MEA a success year after year!

This month we are highlighting Management by the Numbers (MBTN) new innovative changes for the changing classroom.

In August, MBTN released updated tutorials and problem sets for its 24 marketing modules.

MBTN covers topics from advertising metrics, breakeven calculations, to conjoint analysis. If your students struggle with the math of marketing, MBTN provides a great sandbox for students to master these skills.

If you're wondering how to grade something. Our goal is for all students to get 100% on the assignment, take a look at their full newsletter for grading ideas and tips.