

**MEET THE EDITOR AND EDITORIAL REVIEW BOARD
OF THE JOURNAL OF MARKETING EDUCATION**

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ABSTRACT

The *Journal of Marketing Education* is the leading international scholarly journal devoted entirely to issues in marketing education. The *Journal* publishes articles that address the latest techniques in marketing education, emphasizing new course offerings and teaching methods. For 21 years, the *Journal* has served as a forum for marketing educators to exchange ideas, information and experiences.

The readership of the *Journal* is composed of marketing faculty at institutions of higher education. The *Journal of Marketing Education* strives to provide the readership with new ways to teach marketing. It is international in scope, both in terms

of articles published and membership of the Editorial Review Board.

The purpose of this special session is threefold. First, past and present editors of the *Journal of Marketing Education* will assess current and future research trends in marketing education. Second, the special session will serve as a forum for members of the Editorial Review Board to suggest changes in the review process and reporting procedures. Lastly, the session will provide an opportunity for members of the Western Marketing Educators' Association to meet and talk to the current Editor and Associate Editor of the *Journal of Marketing Education*. It is hoped that the forum will result in groundbreaking research in marketing education and new submissions to the *Journal of Marketing Education*.