

PUBLISHING IN MARKETING EDUCATION JOURNALS

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Abstract

The purpose of this session is three-fold:

- (1) To provide an overview of two marketing education journals: *Journal of Marketing Education* and *Marketing Education Review*;
- (2) To offer insights and “keys to success” for publishing research papers in marketing education journals;
- (3) To offer insights and “keys to success” for publishing cases in marketing education journals.

In addition, time will be allowed for participants to ask questions of the editors and share their own insights into publishing in these and other similar journals.