

## GETTING PUBLISHED IN MARKETING EDUCATION JOURNALS

Douglas J. Lincoln, Boise State University, College of Business & Economics,  
Boise, ID 83725; (208) 426-3246

Susan Petroschius, Bowling Green State University, College of Business Administration,  
Bowling Green, OH 43403-0266; (419) 372-2042

Elise Truly Sautter, New Mexico State University, College of Business Administration & Economics, Las  
Cruces, NM 88003-8001; (505) 646-6027

### SPECIAL SESSION RATIONALE

High quality marketing education manuscripts are critically important if we are to advance our role and capabilities as effective marketing educators. Many outstanding marketing faculty members are likely to possess significant knowledge and experience that, if shared with others in the profession, would advance our field. However, it is believed that many such faculty members are not aware of the refereed journal outlets available to them. This faculty development session increased their awareness of the three major refereed journal outlets and helped them prepare and/or revise manuscripts that will have a high chance of advancing our field as well as their own research productivity.

### SPECIAL SESSION OVERVIEW

Doug Lincoln spoke as editor of the *Journal of Marketing Education*. Susan Petroschius spoke as current editor of the *Journal for Advancement of Marketing Education*. Elise "Pookie" Sautter spoke as editor of the *Marketing Education Review*.

Each editor first described their journal's mission or scope, submission and review processes, and reasons for previously submitted manuscripts being rejected. Each editor provided checklists of "dos and don'ts" and gave selected examples of reviewer comments on manuscript flaws. Audience members were encouraged and expected to ask questions of the editors during the session.

### SESSION OUTCOMES

This special session provided the following five benefits for its attendees: increased awareness of the three leading (based on submission levels and acceptance rates) marketing education journals, training on or refreshing of submission guidelines, insight into the review process for manuscript, knowledge on why manuscripts are rejected, and knowledge on how to deal with invited revisions.

### JOURNAL INFORMATION AND GUIDELINES

*Journal of Marketing Education*

<http://jmd.sagepub.com/>

*Journal for Advancement of Marketing Education*

<http://www.mmaglobal.org/jamepolicies.htm>

*Marketing Education Review*

<http://www.marketingeducationreview.com/>