

Marketing Pedagogy Publications

Teaching is vitally important to members of MEA ([Marketing Educators Association](#)). We are teachers of marketing first and foremost and that is why we are members of MEA. That being said, publishing is an essential aspect of all faculty positions no matter what your classroom size, university size or teaching directive. I have found that publishing in the field of marketing pedagogy can both benefit the classroom and the professor. Publishing in your field of pedagogy continues to be an increasingly important area of research especially at student focused institutions. This innovative teaching tool gives you a quick glimpse at the field of marketing and avenues for publication in marketing pedagogy.

[Journal of Marketing Education](#) (JME)

Editor: Vicki Crittenden, Babson University, USA

Email: vcrittenden@babson.edu

JME will announce special issues at MEA giving members a head-up on the publications special issues so you can reach out to members at the conference on what you might be able to collaborate on across universities.



[Marketing Education Review](#) (MER)

Editor: Barbara Ross Woolridge, The University of Texas at Tyler

Email: [BWoolldridge@uttyler.edu](mailto:BWooldridge@uttyler.edu)

MER has a teaching innovations [special issue](#) that comes out every year. Submission are due at the end of the summer giving you time to write up on your classroom activities and pedagogical findings in the summer.

[Journal Advancements in Marketing Education](#)

Editor: Pallab Paul, University of Denver, USA

Email: JAME@mmaglobal.org

JAME similar to MER has shorter publication submissions with special issues running at 10-pages double spaced maximum. This is a quick way to get your research out to the faculty at other universities that might want to use your techniques in the classroom.





[Journal of Education for Business](#)

Editor: James Morrison, University of Delaware

Email: jlm@udel.edu

JEB looks at all areas of business not just marketing however you can generalize your research to find collaborations across the business disciplines.