



Marketing Educators' Association (MEA)

www.marketingeducators.org

MEA is taking its conference to Reno, NV, April 11-13, 2024

Renaissance Reno Downtown Hotel and Spa

Submission Portal Opens September 30, 2023

Submission Deadline January 14, 2024

Deadline for Getting Hotel Group Rate March 2, 2024

<https://cmt3.research.microsoft.com/MEA2024/Submission/Index>

[Book your group rate for Marketing Educators' Association Conference Apr2024](#)

The Marketing Educators' Association (MEA) is the premier international organization for faculty development of the marketing professoriate. Our mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

We would like to invite you to submit conceptual and empirical papers as well as proposals for special sessions, or position papers dealing directly with marketing education and pedagogy for our upcoming annual conference. Topics in the past include digital marketing certificates, social media analytics, marketing data analytics, virtual reality in marketing, development of learning styles and innovative teaching methods, and curriculum development. *We encourage members to collaborate with practitioners to enhance marketing pedagogical practices in the classroom. Panel discussions that incorporate members from the marketing community are welcomed.*

Qualified marketing education peers will referee competitive papers submitted through a double-blind peer review process. An outstanding paper will be selected from among the accepted competitive submissions. It will be considered for publication in the *Journal of Marketing Education*, the premier journal in the field of marketing education.

Position papers or special session proposals will be evaluated through editorial review. Accepted papers of all three types from authors who register for the conference and appear to present their work will be published in the online Conference Proceedings. Please refer to our website for instructions and submission guidelines at www.marketingeducators.org. Submission shows intent to register for the conference and present your paper at the time and date specified in the Conference Program provided online before the conference. Conference registration includes a one-year online subscription to the *Journal of Marketing Education*.

Students are very important to us and so is their research. Graduate student papers are encouraged and an award for the best graduate student competitive paper includes free registration for the 2024 conference for the winning student. Visit our website for further instructions on submission guidelines for student presentations, position papers, competitive submissions, and special sessions.

Contact Information:

Conference Information: Dr. Vicki Eveland, President, eveland_v@mercer.edu

Position Papers/Special Sessions: Dr. Qin Sun, President-Elect, qin.sun@csun.edu

Competitive Papers:
Secretary/Treasurer:

Dr. Cal Simpson, Vice President, ldsimpso@iue.edu
Dr. Suzanne Conner, Secretary/Treasurer, suzanne.conner@gsw.edu &
Dr. Rex Moody, Secretary/Treasurer, rex.moody@angelo.edu