



# 2012 Call For Papers



## Annual MEA Conference April 19-21, 2012 Long Beach, California

The 36th annual conference of the Marketing Educators' Association will be held **April 19-21 2012** at the Hilton Long Beach & Executive Meeting Center hotel in Long Beach, California. Twice awarded Hilton's Top Guest Service Award for excellence, the Hilton Long Beach & Executive Meeting Center hotel offers exceptional service, international flair and an elegant ambiance.

Recently renovated, the hotel offers comfortable and luxurious accommodations along with the conveniences of high-speed Internet, a state-of-the-art gym facility, and plenty of outside and inside common areas. The Executive Meeting Center features first-class facilities, excellent technical capabilities, and a continuous refreshment bar.



The hotel complex is located just minutes from these renowned California attractions: Aquarium of the Pacific, Cruise Port of Long Beach, Shoreline Village, and the Queen Mary. And it is only a short drive to Disneyland, Knott's Berry Farm, and Hollywood.

Conference registration includes a one year subscription to the ***Journal of Marketing Education***.

## OUTSTANDING PAPER COMPETITION

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.

## TOPICS FOR PAPERS AND SPECIAL SESSIONS

The emphasis of the Marketing Educators' Association is on topics dealing directly with marketing education. Proposals for Special Sessions and conceptual and empirical competitive papers in the following areas are particularly invited:

### Marketing Education Issues

1. Measuring student performance.
2. Learning-styles in marketing education, student development, performance and assessment.
3. Computer applications in marketing education.
4. Innovative teaching methods.

### Student/Department Development Issues

1. Internships and client-based projects.
2. Placement activities.
3. Alumni relations and fund-raising activities.
4. Community, college and university relations.
5. Developing institutes, centers and interest/advisory groups.

### Marketing Technology

1. Multimedia use in the marketing classroom.
2. Internet discussion groups.
3. The role of new media in marketing efforts.
4. Using the web as a teaching tool.

### Curriculum Issues

1. Developing new or interdisciplinary courses.
2. Integrating ethics, management of technology and international issues in the marketing curriculum.
3. Integrating student interpersonal competency development.
4. Responses to evolving AACSB curriculum standards (outcomes measurement).

### Faculty Development Issues

1. Faculty development and evaluation.
2. Integrating scholarship and teaching.
3. Balancing research, teaching and service.

## VOLUNTEER FOR CONFERENCE ROLES

If you would like to participate in the 2012 conference as a reviewer, session chair, or discussion leader, please notify

Dr. Clay Daughtrey,  
MEA Secretary-Treasurer  
[daughtre@mscd.edu](mailto:daughtre@mscd.edu)

## COMPETITIVE PAPER SUBMISSION GUIDELINES

Papers should be submitted electronically by **October 28, 2011**.

1. Abstracts and incomplete papers cannot be considered.
2. All papers are blind-reviewed.
3. Papers should not exceed 12 double-spaced, typed pages not including tables, figures, exhibits, and references.
4. *Journal of Marketing Education* format should be followed.
5. The title of the paper should head the first page of the submission.
6. Authors of papers presented in the Competitive Sessions will have the option of including either the abstract or the complete paper in the conference proceedings.
7. One or more authors of each accepted paper must attend the conference.

**Please send papers via e-mail only in electronic format (Word or rtf) to:**

Dr. Deborah Brown McCabe  
Vice President and Program Co-Chair  
Department of Marketing  
Menlo College  
[dmccabe@menlo.edu](mailto:dmccabe@menlo.edu)

**For more information please  
visit the MEA website:  
[www.marketingeducators.org](http://www.marketingeducators.org)**

## SPECIAL SESSIONS

Special Sessions are panel discussions, tutorials and workshops designed to provide an opportunity for a focused presentation on topics of special interest to marketing educators. Special Sessions should be designed to provoke, challenge, and generate discussion. Submit a two or three page proposal describing the topic, rationale, format, and a tentative list of panelists or speakers by **October 28, 2011**.

**Please send papers via e-mail only in electronic format (Word or rtf) to:**

Dr. Ed Petkus, Jr.  
President Elect and Program Co-Chair  
Anisfeld School of Business  
Ramapo College of New Jersey  
[epetkus@ramapo.edu](mailto:epetkus@ramapo.edu)