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The *Journal of Marketing Education* (*JME*) is the leading international scholarly journal devoted to contemporary issues in marketing education. Its mission is to provide a forum for the exchange of ideas, information, and experiences related to the process of educating students in marketing and its subfields. Its audience is largely composed of marketing faculty members at institutions of higher education where teaching is an integral component of their overall responsibilities.

The main function of the *Journal of Marketing Education* is to publish articles focusing on the latest teaching/learning strategies and tactics in marketing education. *JME* also publishes articles that address various professional issues of importance to marketing faculty members. The journal’s readership is international in scope with significant representation in university libraries.

Submit Papers in these Areas

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- Evaluating teaching effectiveness
- Experiential exercises
- Marketing in developing economies
- Ethics
- Student team projects

*JME* also plans to publish a special issue on ethics, corporate social responsibility, and sustainability in marketing education, with guest editors Victoria Crittenden and Linda Ferrell. The deadline for submissions is November 1, 2012. Please visit [jmd.sagepub.com](http://jmd.sagepub.com) to view the special issue call for papers.

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