

## Call for Papers - Summer 2022 Innovation Issue

### Responding to Challenges: Teaching Innovations in Marketing

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**Submission deadline: August 15, 2021**

**Submissions will be accepted from April 15, 2020 via ScholarOne Manuscripts - <https://mc.manuscriptcentral.com/mmer>**

As marketing educators, we constantly have to face and *respond to challenges* in the global marketplace. This past pandemic and the ongoing climate crisis continues to bring uncertainties and changes to various consumer behavior and marketing processes throughout the value chain. These sudden changes force marketing educators to design and rely on new teaching methods, technologies, and innovations to engage with our students. This issue *Responding to Challenges: Teaching Innovations in Marketing* will feature the *best of the best* of teaching innovations in marketing. Submissions may focus on instruction related to any aspect of marketing, from any marketing-related course, at either the graduate or undergraduate level. Papers should clearly explain how the innovation is both *novel* and *effective* in addressing the pedagogical challenge or opportunity identified. Papers should also clearly articulate how readers could adopt the innovation in their marketing classrooms.

**Authors should consider the following outline when preparing a manuscript:**

1. Clearly state the challenge or opportunity the innovation is intended to address.
2. Explain how the challenge or opportunity relates to marketing curriculum objectives.
3. Outline the innovation itself:
  1. What information do the students have about or related to the topic?

2. What information did the instructor want the students to know *after* this innovation?
3. What is the basic process used to deliver the information, including time and resources?
4. What materials did the instructor provide to the students? Provide sample(s), if possible.
4. Explain how the innovation is *novel* (i.e., how is it different from existing instructional methods).
5. Explain how the innovation is *effective* (i.e., how well it addresses the challenge or opportunity).
6. Report assessment results, if available, to demonstrate the innovation's effectiveness. Quantitative evidence in the form of pre/post assessment or assessment across semesters is highly encouraged.
7. Summarize the challenges or concerns encountered when using the innovation and how an instructor might deal with them.
8. Comment on the adaptability of the innovation across marketing courses.

*Marketing Education Review* receives all manuscript submissions electronically via its ScholarOne Manuscripts site located at <http://mc.manuscriptcentral.com/mmer>.

Authors must select Innovation Issue and not the regular issue. **There is a 14-page, double-spaced maximum length for submissions (body, figures, tables, and references). This page limit does not include the abstract or supplemental online material.** Submissions that do not follow the required formatting style will not be considered for publication.

Please consult the *MER* site for details on the formatting requirements for submissions at:

<https://www.tandfonline.com/action/authorSubmission?journalCode=mmer20&page=instructions>.