Call for Papers – Summer 2024 Teaching Innovations Special Issue

Submission Deadline: September 1, 2023

Fashion as Marketing Education Metaphor: Timeless Pieces and Of-the-Season Must Haves

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Submissions will be accepted from May 1, 2023 via ScholarOne Manuscripts: https://mc.manuscriptcentral.com/mmer

There is a seemingly never-ending supply of new teaching platforms, technologies, and tools from which to choose. Each 'season' (aka school year), we are confronted with more and more options of things we could incorporate into our course design. While many of these are worth the financial and/or time investment, some may be more akin to 1980s bangs: they seemed like a great idea at the moment, but we cringe when we look back at the pictures. This issue is dedicated to helping each other wade through the options, and revisit tried-and-true practices that can be modernized for today's instructional environment.

Topics to be considered for this issue may include, but are not limited to:
- *The Latest Trends*: Specific new technologies/platforms and best practices for their use
- *Updated Classics:* Transforming timeless teaching practices to adapt them to online and hybrid modalities
- *Dressing the Classroom for Success*:
  - tools/technologies/platforms for increased student engagement
  - tools/technologies/platforms for Assurances of Learning (AOL) assessments for accreditation reports and annual evaluations or tenure review.
  - tools/technologies/platforms for increased test scores/learning metrics
  - tools/technologies/platforms for course management efficiencies (e.g., reducing grading time, providing richer feedback, managing assignment flow)
- *Disruptors and Innovators:* How to stay ahead of or incorporate student-adopted technology (e.g. Quizlet, ChatGPT, QuillBot, Jasper, GitHub)
- *Fast-Fashion and Mass Customization:*
  - How to develop or incorporate open access materials

- o How to use non-traditional course materials that are more current, can be updated more quickly, and may better fit course goals
- How to Spot Knock-Offs and Fakes: Addressing Information Literacy
  - o Equipping students to distinguish accuracy vs infotainment/opinion
  - o Skill development to identify and/or create data integrity
  - o Source evaluation for bias, conflict-of-interest, expertise/trustworthiness

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 course or curriculum objectives.
3. Outline the innovation itself:
   a. What processes were used to deliver the information, including time and resources?
   b. What are the learning objectives? What skills are gained via this innovation?
4. Explain how the innovation is *novel* (i.e., how is it different from existing instructional methods). Provide theoretical foundation and justification for them as necessary.
5. Explain how the innovation is *effective* (i.e., how well it addresses the challenge or opportunity).
6. Report peer and/or student assessment results, if available, to demonstrate the innovation's effectiveness.
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.
9. Appendices: Please provide a blueprint of how another instructor can adapt this innovation

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 15-page, double-spaced maximum length for submissions (body, figures, tables, and references), and an additional 3-page maximum length for appendices. 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.