

MARKETING EDUCATION REVIEW

Call for Papers – Special Issue Fall 2021
The Impact of Covid 19 on Marketing Education
Submission deadline: November 30, 2020

Amid the “new normal” people long for the old normal and protests have started for people to be allowed to go back to life as usual. Yet, no time in the near future if ever will we go back to the life of before Covid 19. As academics and marketers, we are not excluded from this new future. Though none of us can see in the future – universities will see major cuts in the budgets and funding; students and parents will have reduced funds for college. Some pundits suggest that colleges may close or consolidate, and the remaining colleges will offer fewer majors. Online education will dominate, and colleges will find a more local student body. We have already seen the cancelation of academic conferences and with reduced funding will simply going online provide enough value for potential attendees with limited or no budgets to attend these conferences. This special issue addresses many of the issues that Covid 19 creates for students, professors, departments, professional associations, and universities. Some areas of interest are: How do we prepare for future outbreaks in respect to our classes and content? What are some of the pedagogical methods (historical, present, and future) should come to the forefront in this new age? How should the marketing major be positioned or updated to remain valuable for the student, the university, and the community. What will be our unique value proposition moving forward? What do academic conferences need to do to stay relevant? How does one manage an academic career in these times? Student assessment of the experience -what worked or didn't? What should doctoral students do if they can't get a job? These questions and other related topics are encouraged.

Authors should consider the following outline when preparing a manuscript:

1. Clearly state the challenge or opportunity the article is intended to address.
2. Explain how the challenge or opportunity relates to marketing education.
3. Explain how the solution is *novel* as it relates to the new reality of Covid 19. How is it different from existing instructional methods?
4. Explain how the solution or method is *effective*. How well it addresses the challenge or opportunity?
5. Report assessment results, if available. If no assessment is available, how will this solution be assessed in the future. Why is this assessment key?
6. Summarize the challenges, concerns, or limitations of the research.
7. Comment on the adaptability of the solution across the discipline.

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

Authors must select Covid 19 Challenges Issue and not the regular issue.

Please consult the *MER* site for details on the formatting requirements for submissions at: <https://www.tandfonline.com/action/authorSubmission?journalCode=mmer20&page=instructions>.