



2014 Doctoral Student Teaching Consortium

*Marketing Management Association Fall Educators' Conference
San Antonio, September 17-19, 2014*

The Marketing Management Association is pleased to announce the 2014 Doctoral Student Teaching Consortium sponsored by AccessCapon (www.axcesscapon.com). AccessCapon specializes in marketing textbooks with an innovative variety of formats and prices. The Doctoral Student Teaching Consortium is designed to help future faculty develop innovative approaches to classroom instruction. The Consortium will be held in conjunction with the MMA Fall Educators' Conference (www.mmaglobal.org) which has a focus on teaching effectiveness in marketing education. Visit the conference webpage for the Conference Call for Papers, Pre-conference Workshops, and the Teacher-Scholar Doctoral Student Competition Call for Submissions.

Sessions are led by award winning faculty colleagues who are accomplished in the marketing discipline and effective in the classroom. Sample sessions include *First Day of Class Activities*, *Interactive Classroom Delivery*, and *Teaching Resources and Research*. Time is also spent on preparing for a position at a balanced or teaching institution. Students are assigned to faculty colleagues for one-on-one interaction. This is a very hands-on experience as students will have the opportunity to provide a teaching demonstration with constructive feedback from faculty and student colleagues.

Consortium sessions are held on Wednesday 1:30-5:25pm, as well as 1:30-3:45pm on Thursday. This allows attendees to participate in the regular conference sessions on Thursday morning as well as all day on Friday. On Thursday morning attendees also give a mini-teaching demonstration to get feedback from faculty and student colleagues. There is no additional fee to participate in the consortium, however students must be accepted to attend and then register for the conference. Students who register (and pay) by August 1, 2014 can benefit from the student conference registration rate of \$120; the student rate is \$145 for payment between August 1 and September 1, 2014 and after September 1 the student rate is \$195.

The conference registration fee includes dinner on Wednesday and Thursday as well as lunch on Thursday and Friday. The conference hotel, Drury Plaza Hotel San Antonio Riverwalk has a special MMA room rate of \$129 per night.

To apply please arrange to have a faculty member write a letter of recommendation attesting to your accomplishments as a doctoral student and addressing how the consortium will be beneficial in your training. This letter or any questions should be directed to the consortium coordinator, Mary Conran at mconran@temple.edu. Although more than one student per institution can be accepted, there is an overall limit to the number of participants, thus early application is encouraged.

