



The Journal for  
the Scholarship of  
Marketing Education

## Call for Papers

### Special Issue for Spring 2015: Teaching Innovations

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Submission Deadline: June 1, 2014

This special issue is dedicated to innovations in marketing pedagogy. Innovations may focus on instruction related to any aspect of marketing, from any marketing-related course, at either the graduate or undergraduate level. Ideal papers will document innovations that have been used and refined, allowing for ready adoption by readers.

Electronic submission to the guest editor is required. Each electronic submission should contain two Microsoft WORD files (no pdf files accepted). The cover page document should include the title of the paper (upper/lower case), name, position and complete contact information for each author. The other document should contain just the manuscript without any author-identifying information.

Please consult the Marketing Education Review website at [www.marketingeducationreview.com](http://www.marketingeducationreview.com) for details on the formatting style of the abstract, references, tables or figures. Multiple submissions are permitted, however the 10-page double-spaced maximum, including references, tables and figures should be respected. Use 12-point font. Feel free to contact the guest editor with any questions.

The following outline will assist authors in preparing a manuscript:

1. Clearly state the problem the innovation is intended to address.
2. Explain how the problem relates to marketing course or curriculum objectives.
3. Outline the innovation
  - a. What information do the students have about or related to the problem?
  - b. What information did the instructor want the students to know after this innovation?
  - c. What is the basic process used to deliver the information including time and resources?
  - d. What materials did the instructor provide to the students? Provide sample, if possible.
4. Explain how the innovation solves the problem.
5. Report assessment results of the innovation's effectiveness in addressing the problem.
6. Summarize challenges or concerns encountered when using the innovation and how an instructor might deal with them.
7. Comment on the adaptability of the innovation for other marketing courses or levels.