



## 2015 Doctoral Student Teaching Consortium

*Marketing Management Association Fall Educators' Conference*  
San Juan, Puerto Rico, September 16-18, 2015

The Marketing Management Association is pleased to announce the 2015 Doctoral Student Teaching Consortium graciously sponsored by AxcessCapon ([www.axcesscapon.com](http://www.axcesscapon.com)). AxcessCapon 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 and career planning. The Consortium will be held in conjunction with the MMA Fall Educators' Conference ([www.mmaglobal.org](http://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.

In keeping with the conference theme: *The Art and Science of Marketing Education*, the 2015 Doctoral Teaching Consortium Sessions are led by award winning faculty colleagues accomplished in the marketing discipline as well as being exceptionally effective in the classroom. Sessions will cover the wide variety of challenges faculty face in learning to teach and balancing career priorities. Students are assigned to faculty colleagues for one-on-one interaction and peer-to-peer interaction is fostered too.

Consortium sessions will be held Wednesday 1:00-5:25pm, as well as 1:30-3:45pm Thursday afternoon; this schedule allows Consortium attendees to participate in the regular conference sessions on Thursday morning as well as all day on Friday. On Thursday morning, Doctoral Teaching Consortium participants deliver a 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. The early conference registration for full-time students is \$90 (a *great* savings over the early registration fee of \$170) for paid registrations received by August 1, 2015. The regular conference fee for full-time students is \$115 for paid registrations received after Saturday, August 1, 2015 but before Tuesday, September 1, 2015. The late conference fee of \$165 for full-time students is for paid registrations received after September 1, 2015. Note: The conference registration fee includes a reception on Wednesday, lunch and dinner on Thursday and lunch on Friday.

To apply for the Doctoral Teaching Consortium 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 [DocConsortium@mmaglobal.org](mailto:DocConsortium@mmaglobal.org). Although more than one student per institution can be accepted, there is an overall limit to the number of participants, thus applications received on or before May 22, 2015 will be given priority.

The MMA Fall Educators' Conference has arranged for special room rate at the San Juan Marriott Resort & Stellaris Casino Event, 1309 Ashford Avenue, San Juan, 00907 Puerto Rico is \$139 plus 11% taxes and 18% resort fee per night; the final hotel bill will also include \$7 in fees for staff gratuity. Register for the hotel at <http://cwp.marriott.com/sjupr/marketingmanagementasco> or call 1-888-817-2033 or 1-787-722-7000 and mention the \$139 per night rate for the MMA Conference using the group name "Marketing Management Association Conference 2015" or group code "MMA".

