

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
Call for Submissions
AxcessCapon Teaching Innovation Competition and Award, 2018



Complete Submissions Due: November 30, 2017

Overview

The Association of Collegiate Marketing Educators (ACME), an affiliate of the Federation of Business Disciplines (FBD), is a professional organization founded to encourage exploration and development of superior marketing practices from academic and practitioner perspectives. In line with ACME's objectives and with generous financial support from AxcessCapon, the AxcessCapon Teaching Innovation Competition recognizes and rewards teaching innovations in the marketing discipline.

The goal of the competition is to recognize marketing educators for developing innovations to enhance student learning. For the purposes of the competition, an innovation is an individual or group assignment, project, method, activity, event, example, or illustration that helps students better understand a concept, practice, method, or career-related issue in marketing.

ACME invites you to submit your teaching innovations for consideration. Please help us spread the word by encouraging your colleagues with valuable teaching innovations to apply, too!

Eligibility

The competition is open to instructors (full-time, part-time, faculty members, or graduate students) in any field, but the innovation must be related to teaching marketing. Applicants may be individual faculty members or faculty teams that have jointly developed a teaching innovation. Each team member must have made a significant contribution to a multiple-member entry. The innovation must not have been previously published, recognized in a competition, or received any type of award. Officers of ACME and members of the selection committee are not eligible for the award.

Awards

Three finalists will be selected from the submitted entries. Finalists will present their entries during a special competition session held during the 2018 ACME Conference. The winning teaching innovation will be selected from the finalist presentations. All finalists will be recognized at the ACME Awards Luncheon and Business Meeting. The top innovation will be awarded a \$500 prize; the other two innovations will each receive a \$250 prize. If a faculty team is a finalist, members of the team will share the respective cash award. Other entrants may be invited to present during the conference as a part of an *Innovations in Teaching* session (not as finalists), if room availability and scheduling permit.

Submission and Review

Entry materials should be submitted electronically as two separate email attachments as follows:

- 1) Description of the teaching innovation (limited to eight pages).

Prepare a description of your teaching innovation as a Microsoft Word or PDF file, *without* the name(s) or identifying information for the entrant(s). The maximum length for the body of the document is eight pages, not including the reference list. If appendices are included, the maximum number of pages for appendices is four. The body of the document should be double-spaced. Appendices and references may be single- or double-spaced. Documents should be in 12-point font with one-inch margins. Only Microsoft Word or PDF files are permitted.

The innovation description must cover the following:

Context for Innovation. A description of the marketing problem or setting to which the innovation applies, the objectives of the innovation, and relevant background information needed to provide a context for the innovation. Integrate relevant literature in this section.

The Teaching Innovation, How it Works, and Supporting Materials. A description of the innovation and how it works, such as:

- how the innovation has been implemented and used by the entrant(s) and in what marketing course(s) and
- how the innovation could be adapted across different learning objectives, time available, and/or multiple courses.

Include supporting materials to help explain the innovation and how it works, such as instructions given to students, highlights of your lesson plan(s) covering the innovation, sample slides from your lesson(s), and samples of student work.

Effectiveness of the Innovation. Evidence of the effectiveness of the use of the innovation. Such evidence could include empirical data, observations from the instructor, and/or feedback from students.

2) A separate file with the name and contact information for each entrant.

Submit your entry via email by **5:00 pm CST on November 30, 2017** to the Chair of the Selection Committee, Grant Aguirre, at gaguirre@uco.edu.

The selection committee will be appointed by the ACME officers and chaired by the ACME Vice President for Membership. Entries will be judged using the following criteria: uniqueness and significance of the innovation, ease of use, adaptability for other marketing courses and/or levels, effectiveness and impact of the innovation, and overall quality and clarity of the submission. Finalists will be notified by January 10, 2018.

All finalists must register for the 2018 ACME Conference in Albuquerque, NM and:

- present their entry during the AxxessCapon Teaching Innovation Competition session
- attend the ACME Awards Luncheon and Business Meeting.

Acknowledgement

ACME expresses its gratitude to AxxessCapon for once again sponsoring an ACME teaching award! We appreciate the company's involvement in and support of ACME. AxxessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices. Visit <http://wessexlearning.com/> for more information.

If you have questions about the competition, please contact Grant Aguirre, ACME Vice President for Membership, at gaguirre@uco.edu.