



## **ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**

### **Call for Submissions**

### **2021 ACME AxxessCapon Teaching Innovation Competition and Award**

**Complete Submissions Due: [October 31, 2020, 5:00 p.m. CST](#)**

#### **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 AxxessCapon, the ACME AxxessCapon Teaching Innovation Competition and Award recognizes and rewards teaching innovations in the marketing discipline.

The goal of the competition is to honor marketing educators for their outstanding contributions in developing teaching practices and innovations that enhance student learning. For the purposes of the competition, an innovation is an individual or group assignment, project, method, activity, event, example, simulation, 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. You may also nominate your academic colleagues for their outstanding teaching innovations.

#### **Eligibility**

The competition is open to instructors (full-time or 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. Current officers of ACME and members of the selection committee are not eligible for the award.

## Awards

Up to three finalists will be selected from the submitted entries. Finalists will present their entries in a special competition session held during the annual ACME Conference, to be held virtually March 17-20, 2021 (see <https://easychair.org/cfp/ACME-2021>). The winning innovation will be selected from the finalist presentations. All finalists will be recognized at the ACME Awards Session to be held on Friday, March 19, 2021.

The winner and other finalists will be awarded a cash prize and certificate of recognition. Members of teams, where applicable, will each be awarded a certificate of recognition and the team members share the respective cash award. Applicants not selected as finalists may be invited to present during the conference as part of a session within the Marketing Education Track, if scheduling permits.

## Submission Procedures

Entry materials should be submitted electronically via EasyChair as follows:

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

Prepare a description of your teaching innovation as a PDF file, *without* the name(s) or identifying information for the applicant(s). The maximum length for the body of the document is eight double spaced pages, not including the reference list. Appendices, if included, should be limited to a maximum of four pages. Appendices and references may be single- or double-spaced. Documents should be in 12-point font with one-inch margins. Only PDF files are permitted. Name the file “[ACME ACTIC] [space] [the title of your submission].”

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 and importance of the innovation, and relevant background information needed to provide a context for the innovation, including a brief literature review that would help situate your innovation within the marketing education literature.

*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.

Submit the PDF file of your entry by **October 31, 2020, at 5:00 p.m. CST**, via the EasyChair

online submission link: <https://easychair.org/conferences/?conf=acme2021>.

## **Review Procedures**

The selection committee will be appointed by the ACME officers and chaired by the ACME Vice President for Membership and Associate Program Chair. 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 and presentation. Finalists will be notified by January 01, 2021.

## **Requirements for Finalists**

All finalists must:

- register for the 2021 ACME Virtual Conference by **January 31, 2021**,
- attend the conference,
- present the competition entry during the ACME AccessCapon Teaching Innovation Competition session, and
- attend the ACME Awards Virtual Session on Friday, March 19, 2021.

All finalists are also requested to submit a one-page summary of their teaching innovations to the Proceedings Editor for inclusion in the *2021 ACME Proceedings*.

## **Acknowledgement**

ACME expresses its gratitude to AccessCapon for once again sponsoring an ACME teaching award! We appreciate the company's involvement in and support of ACME and our members' contributions to developing innovations to enhance student learning.

AccessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices. Visit <http://wessexlearning.com/> for more information.

Wessex Press, Inc. offers free podcasts and supplemental materials to students and scholars. Visit [www.themxstudio.com](http://www.themxstudio.com) for more information.

## **Questions?**

If you have questions about the competition, please contact:

Rajasree K. Rajamma, ACME Vice President for Membership and Associate Program Chair, Chair of the Selection Committee, 2020-2021, [rjamma@fairfield.edu](mailto:rjamma@fairfield.edu), or

Türkan Dursun-Kilic, ACME Program Chair, 2020-2021, [tkilic@wtamu.edu](mailto:tkilic@wtamu.edu).