

**2025 Annual Teaching Innovation Competition**

**Call for Submissions**

*MMA Fall Educators’ Conference*

*September 17-19, 2025, Embassy Suites by Hilton, Las Vegas, Nevada*

This competition recognizes marketing educators who have designed and implemented an effective pedagogical innovation. For the purposes of this competition, *innovation* is a single activity, exercise, project, assignment, method, or event, as opposed to an overall philosophy or strategy in marketing education. Entrants should ensure their innovation submission has not been previously published or recognized as a winner or finalist in a different competition.

**How the Competition Works:**

The process starts by making a submission by the stated deadline. A panel of reviewers selects three finalists to each make a 15-minute presentation to attendees and judges at the conference. The judges select the MMA Teaching Innovation Competition winner based on these presentations.

**What You Can Win:**

The winning entry receives the 2025 MMA Teaching Innovation Competition $500 prize. The other two finalist entries each receive $100. All three are recognized at the conference awards lunch.

**How to Submit:**

Use the conference submission portal on the conference webpage. **The submission deadline is May 31, 2025.** Note that making a submission indicates the intention of all authors to register for the conference by August 31, 2025, and attend the conference if selected as a finalist.

# What to Submit:

Submissions are limited to 1,500 words addressing:

1. Explain the problem, issue, or situation the innovation addresses in marketing education.
2. Describe the innovation and its use in class.
3. Address the innovation’s effectiveness. Some teaching innovations worthy of recognition might not yet have been subject to rigorous evaluative research; therefore, empirical evidence is not mandatory. Instructor observations and student feedback can be included.
4. Outline how the innovation can be adopted by other marketing educators.
5. Note any challenges and how they were or can be overcome.

Authors may include up to two hypertext links to online material illustrative of the innovation in their submission. However, the links and material must preserve the anonymity of the author(s). Citations must follow APA guidelines.

Judging criteria includes presentation clarity, impact on student engagement and student learning, assessment, adaptability, uniqueness, and significance of the innovation.

Questions? Contact the Competition Coordinator, Adrienne Wallace, [wallacad@gvsu.edu](mailto:wallacad@gvsu.edu).