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**2025 Annual** **Master Teacher Award Competition**

**Call for Submissions**

*MMA Fall Educators’ Conference*

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

This competition honors outstanding marketing educators. We encourage marketing educators with at least ten years of full-time higher education teaching experience and who demonstrate a track record of effective teaching and an innovative approach in the classroom to apply.

**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 Master Teacher Award winner based on these presentations.

**What You Can Win:**

The competition winner receives the 2025 MMA Master Teacher Award $500 prize. The other two finalists 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.** Please note that making a submission indicates your intent to register for the conference by August 31, 2025, and attend the conference if selected as a finalist.

**What to Submit:**

1. Letter of application (2 pages max) noting:

* teaching philosophy.
* why you believe your approach to marketing education represents mastery.
* contact information.

1. Condensed curriculum vitae (3 pages max) noting:

* places and dates served as a marketing educator.
* list of marketing courses taught.
* scholarly work related to teaching and learning.
* teaching-related honors.

1. Summary of successful teaching activities, practices, or strategies (4 pages max) noting:

* supporting evidence of innovative approaches to teaching and learning.
* supporting evidence of teaching excellence (may include but is not limited to student evaluations, feedback from colleagues, impact on student success, impact of class-related activities on businesses or the community).

The three sections of the application must be combined into a single pdf file.

Questions? Contact the Competition Coordinator, Mark Wolters, [mwolter@illinois.edu](mailto:mwolter@illinois.edu).