



Procedures:

Nominations for this award may be submitted by an individual with adequate knowledge of the nominee's teaching. The nomination shall take the form of a letter, detailing the nominee's achievements within the broad area of teaching.

The following documents would be helpful, but not required, to support the nomination.

- current vita of the nominee
- letter(s) of support from faculty, students, or administrators.
- Other documentation as appropriate

Please send all documents electronically.

Deadline is February 17, 2017

A committee appointed and chaired by the MEA Immediate Past-President will select the award recipient.

Nominations and supporting material will be accepted through February 17, 2017. Please send all documents electronically to:

Michelle Nelson
MEA President
mnelson@linfield.edu

We look forward to seeing you at the 2017 MEA Conference in Sunny San Diego!

**The Marketing Educators' Association
Marketing Educator of the Year
Award for 2017**

CALL FOR NOMINATIONS

This award, established in 1986, recognizes superior and distinguished achievement in the academic field of marketing. The 2016 recipient will be announced at the annual conference in Denver and will receive a personalized plaque and complimentary conference registration in recognition of this distinction.

Eligibility:

The nominee must be a member in good standing of MEA, and marketing courses must represent the majority of the individual's teaching assignment. A nominee will not be selected unless he or she is available and planning to attend the awards banquet at the conference. The honoree will also be asked to speak at the Thursday Awards Banquet.

Criteria:

Excellence in teaching marketing topics, marketing research, and marketing education research shall be the criteria used in evaluating each nominee. For the purposes of this evaluation, teaching is defined in its broadest sense. Teaching includes, but is not limited to:

- 1) Classroom performance.
- 2) Advising of both individual students and student groups/organizations.
- 3) Publications of a pedagogical nature, such as journal articles, textbooks, cases, manuals and software.
- 4) Preparation of graduate students who themselves go on to become excellent teachers.
- 5) Advancement of the field of marketing education.

**Annual MEA Conference April 6-8, 2017
San Diego, California**