



MARKETING EDUCATION

The Marketing Education track is an opportunity for marketing educators who are enthused by teaching and learning to share their latest ideas and research with like-minded colleagues.

The papers submitted to this track concern themselves with all manner of issues in marketing policy, pedagogy and practice: recent examples have included marketing subject benchmarks, the relevance of marketing education to employers, how to engage students more deeply in the learning process, experimentation with new learning techniques, curriculum design, innovative assessment and new research into well-established techniques such as lectures, case studies and simulation games.

If your paper relates to teaching and learning in marketing, then the Marketing Education track could be for you!

Track Chair

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