

Journal of Marketing Education

Special Issue Call for Papers: Teaching About and Teaching With Innovative Technology Submission Deadline: May 1, 2010

Marketing as a discipline has been changed substantially and irrevocably by new technologies. Marketing practice and technology are linked, as are marketing education and technology. Over the past 20 years, several innovative and useful technologies have emerged that can enhance or transform marketing and/or marketing education; these include Web 2.0 applications, maturing Web 1.0 applications, as well as specific technology teaching tools. With rapid changes in technology and practice, marketing educators need to be at the forefront by teaching about these new marketing practices, as well as utilizing them in the classroom. While there is growing marketing practitioner use, a better understanding of whether and how marketing educators are incorporating these technologies into their course content and pedagogy is needed.

The *Journal of Marketing Education*, the leading scholarly journal devoted to issues in marketing education, is publishing a special issue focused on *teaching about* and *teaching with* innovative technology.

Articles for this special issue must address one of the following three themes:

Theme One: Innovative Technology as a Pedagogical Tool in Marketing Education

This includes Web 1.0 tools, Web 2.0 tools, as well as other innovative technology tools used for pedagogy. Specific articles might address these topics:

- Identification of useful technology tools for pedagogy
- Student attitudes towards, and usage of pedagogical technology tools
- Faculty or Administrator knowledge and use of, pedagogical technology tools
- Stakeholder attitudes towards, usage of, and evaluations of, technology tools for assessment, experiential learning or distance education
- Ethical philosophy and ethical issues regarding the usage of technology tools
- Emerging expectations for teaching
- Faculty development to learn about these technology tools
- Millennials attitudes towards, expectations of, and usage of, technology

Theme Two: Innovative Technology used by Marketing Practitioners as Curriculum Content

This includes Web 1.0 tools, Web 2.0 tools, as well as other innovative technology tools used by marketing practitioners. Specific articles might address these topics:

- Identification of innovative technology tools used by marketing practitioners
- Concepts and skills needed by students/ expected by practitioners and other stakeholders

- New courses offered covering these technology tools
- Integration of these technology tools into existing marketing courses
- Faculty knowledge of, and attitudes towards, marketing practitioner technology tools
- Faculty development to learn about these technology tools

Theme Three: Using Innovative Technology to Teach about Innovative Technology as Marketing Curriculum Content

This includes using marketing's new tools to teach about the applications of the new tools in marketing. Specific articles might address these topics:

- Using Second Life to teach about marketing in Second Life
- Using YouTube to teach about YouTube as a marketing tool
- Using Twitter and tweeting to teach about the application of Twitter in marketing

Manuscripts addressing other topics related to the three broad sub-themes of this issue may be appropriate. Manuscripts will be judged on their scholarly merits, the soundness of their conceptual and methodological approaches, and overall ability to advance the marketing education literature.

Authors should follow the general submission guidelines of the *Journal of Marketing Education* found in recent issues or online at <http://jmd.sagepub.com/>

Manuscripts from U.S.-based authors should be sent to:

Professor Neil Granitz
Co-Editor, Special Issue of *JME*
Department of Marketing
Cal State Fullerton
P. O. Box 6848
Fullerton, CA 92834-6848
657-278-3934 (office)
ngranitz@fullerton.edu

Manuscripts from non-U.S.-based authors should be sent to:

Professor Leyland Pitt
Co-Editor, Special Issue of *JME*
Segal Graduate School of Business
Simon Fraser University
500 Granville St
Vancouver, BC, V6C 1W6
+ 1 778 7827722 (office)
lpitt@sfu.ca