

CALL FOR BOOK CHAPTERS

Global Perspectives on Contemporary Marketing Education

Editor: Dr. Brent Smith (Saint Joseph's University, USA)

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Deadline for Submission of Proposals: Monday, 15 September 2014

Link 1: [Online Call for Proposals](#) | Link 2: [Proposal Submission Form](#)

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Introduction

21st Century marketing professionals will be expected to demonstrate actionable appreciation for myriad factors that significantly affect markets and marketing activities. Given the need to develop solutions that acknowledge people, planet, and profit realities, market-driven and market-driving organizations will require a resource base of human talent competent not only in the marketing mix but also in cultural literacy, ethics, analytics, and sustainability. As countries compete to become stronger players in the global market, they have emphasized the need to foster homegrown efforts that develop business professionals with well-rounded experience, exposure, and education. This book will feature essays, empirical investigations, innovations, and insights on 21st Century marketing education from today's best teachers in the Americas, Africa, Asia, Europe, and Oceania.

Overall, this book aims to address ongoing initiatives by various business schools to ensure that students are educated in ways that meaningfully integrate diversity, ethics, analytics, and sustainability, among other topics.

Objective

Industry executives, marketing managers, and consumers have expressed concerns about the ability of today's students to create value within our increasingly global, diverse, and sophisticated marketplace. This book will feature innovations, insights, and ideas from globally-minded marketing educators who emphasize effective teaching and learning in their pedagogy. Targeted in its scope and broad in its sources, the book will become a key reference for marketing/business educators looking for quality literature about how to foster excellence among students in the 21st Century.

Target Audience

The audience for this reference book primarily will include marketing educators and students who value the infusion of diverse teaching innovations and insights in their courses. This book also will be of use to a broad international and multicultural audience of business educators and administrators hoping to improve their approaches to teaching and assurance of learning.

Recommended Topics

Contributors should submit chapters that reflect their efforts to teach/implement various marketing concepts or skills within their own unique national, cultural, and academic environments. Ultimately, this book will feature a diversity of teaching approaches for helping students understand marketing paradigm and functions relative to local and global business imperatives. Thus, contributions may originate from any marketing courses, such as *marketing principles*, *international marketing*, *sports marketing*, *marketing analytics*, *music marketing*, *personal selling*, *food marketing*, or *healthcare marketing*. Sample topics include, but are not limited to, the following:

- Enhancing existing marketing courses with diversity, ethics, analytics, or sustainability
- Developing new marketing courses around diversity, ethics, analytics, or sustainability
- Teaching marketing courses online for students in refugee camps
- Developing and evaluating an international marketing study tour
- Using sport events to discuss ethics in fan behavior, cultural diversity, human trafficking, etc.
- Apply techniques for learning personal branding, personal selling, etc.
- Identifying voids in marketing textbooks, education journals, curricula, and/or pedagogy
- Sharing best practices for teaching courses or topics in multicultural marketing, marketing ethics, marketing analytics, or sustainability
- Evaluating an inventory of MBA students' skills and readiness for 21st Century in Country X
- Incorporating multicultural focus groups into global business courses
- Examining the ethical orientations of marketing students in different countries
- Understanding the interests of local stakeholders (e.g., governments, businesses, schools, students) in diversity, ethics, analytics, and/or sustainability
- Establishing mission-based marketing education related to cultural immersion, service-learning, multicultural focus groups, nonprofit marketing projects, etc.

Submission Procedure

Potential contributors are invited to submit a chapter proposal no later than **September 15, 2014**. The proposal should include 1,000 to 2,000 words that clearly explain the objective and key points of the chapter. Authors will be notified by **October 15, 2015** about the status of their proposals and sent chapter guidelines. Full chapters must be submitted by **January 31, 2015**. All submitted chapters will be reviewed using a double-blind process. Contributors may be asked to serve as reviewers for this project.

Notes:

- There are no submission fees or acceptance fees for chapters submitted to this book publication, *Global Perspectives on Contemporary Marketing Education*.
- All proposals should be submitted through the [Propose a Chapter](#) link.

Important Dates

- **September 15, 2014**: Proposal Submission Deadline
- **October 15, 2014**: Notification of Acceptance
- **January 31, 2015**: Full Chapter Submission
- **March 31, 2015**: Review Results Returned
- **April 30, 2015**: Final Acceptance Notification
- **May 15, 2015**: Final Chapter Submission

Inquiries

Dr. Brent Smith, Editor
Global Perspectives on Contemporary Marketing Education
E-mail: bsmith@sju.edu