



ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Federation of Business Disciplines (FBD)

Call for Submissions

2027 ACME Teaching Innovation Competition and Award

Submission Deadline: October 5, 2026, 5:00 p.m. CST

Overview

The Association of Collegiate Marketing Educators (ACME), an affiliate of the Federation of Business Disciplines (FBD), is a professional organization founded to encourage the exploration and ~~development~~ of superior marketing practices from academic and practitioner perspectives. In line with ACME's objectives, the ACME Teaching Innovation Competition and Award recognizes and rewards teaching innovations in the marketing discipline.

The goal of the competition is to honor marketing educators for their outstanding contributions in developing teaching practices and innovations that enhance student learning. For the competition, an innovation is an individual or group assignment, project, method, activity, event, example, simulation, or illustration that helps students better understand a concept, practice, method or career-related issue in marketing.

ACME invites you to submit your teaching innovations for consideration. You may also nominate your academic colleagues for their outstanding teaching innovations.

Eligibility

The competition is open to instructors (full-time or part-time faculty members or graduate students) in any field, but the innovation must be related to **teaching marketing**. Applicants may be individual faculty members or faculty teams that have jointly developed a teaching innovation. Each team member must have made a significant contribution to a multiple-member entry. The innovation must not have been previously published, recognized in a competition or received any award. Current officers of ACME and members of the selection committee are not eligible for the award.

Awards

Up to three finalists will be selected from the submitted entries. Finalists will present their entries in a special competition session during the Annual ACME Conference, to be held in Dallas, Texas, on March 10-13, 2027 (please [CLICK HERE](#) to see the complete Call for Papers). The winning innovation will be selected from the finalists for presentation. All finalists will be recognized at the ACME Awards Luncheon and Business Meeting on March 12, 2027.

The winner and other finalists will be awarded a cash prize and a certificate of recognition. Members of teams, where applicable, will each be awarded a certificate of recognition, and the team members share the respective cash award. Applicants not selected as finalists may be invited to present during the conference as part of a session within the Marketing Education Track if scheduling permits.

Submission Procedures

Submit one consolidated PDF file of the nomination materials outlined below by **October 5, 2026**, at **5:00 pm CST**, via Microsoft's Conference Management Toolkit (CMT) ([CLICK HERE](#)).

To submit your application:

- Click on the “Create New Submission” tab and select “Awards Application Track.”
- At bottom of the page, choose the ACME TEACHING INNOVATION AWARD listed as the subject area.
- Upload or drag and drop your files, then click Submit.

Please ensure that your submission and uploaded files clearly indicate the award for which you are being considered.

Entry materials should be submitted electronically via CMT as follows:

1) Description of the teaching innovation (limited to eight pages).

Prepare a description of your teaching innovation as a PDF file, *without* the name(s) or identifying information for the applicant(s). The maximum length for the body of the document is eight double-spaced pages, not including the reference list. Appendices, if included, should be limited to a maximum of four pages. Appendices and references may be single- or double-spaced. Documents should be in 12-point font with one-inch margins. Only PDF files are permitted. **Name your file “[ACME ACTIC] [space] [the title of your submission].”**

The innovation description must cover the following:

The Context for Innovation. A description of the marketing problem or setting to which the innovation applies, the objectives and importance of the innovation, and relevant background information needed to provide a context for the innovation, including a brief literature review that would help situate your innovation within the marketing education literature.

Teaching Innovation, How it Works, and Supporting Materials. A description of the innovation and how it works, such as:

- how the innovation has been implemented and used by the entrant(s) and in what marketing course(s), and
- how the innovation could be adapted across different learning objectives, time available, and/or multiple courses.

Include supporting materials to help explain the innovation and how it works, such as instructions given to students, highlights of your lesson plan(s) covering the innovation, sample slides from your lesson(s), and student work samples.

Effectiveness of the Innovation. Evidence of the effectiveness of the use of innovation. Such evidence could include empirical data, observations from the instructor, and/or student feedback.

Review Procedures

The selection committee will be appointed by the ACME officers and chaired by the ACME Board of Directors. Entries will be judged using the following criteria: uniqueness and significance of the innovation, ease of use, adaptability for other marketing courses and/or levels, effectiveness, and impact of the innovation, and overall quality and clarity of the submission and presentation. Finalists will be notified by **January 20, 2027**.

Requirements for Finalists

All finalists must:

- register for the 2027 ACME Conference by February 24, 2027
- attend the conference,
- attend the FBD Award Dinner on March 10, 2027, and
- attend the ACME Awards luncheon and business meeting on March 12, 2027, in Dallas, Texas.

All finalists are also requested to submit a one-page summary of their teaching innovations to the Proceedings Editor for inclusion in the *2027 ACME Proceedings*.

Questions?

If you have questions about the award or the selection process, please contact:

Lili Gai, Ph.D. Immediate Past President and Board of Directors Member,
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or

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