



ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Federation of Business Disciplines (FBD)

Call for Nominations

2027 FBD OUTSTANDING EDUCATOR AWARD

Complete Award Application Materials Due: October 5, 2026, 5:00 p.m. CST

Award Overview

The Association of Collegiate Marketing Educators (ACME), an affiliate of the Federation of Business Disciplines (FBD), is a professional marketing organization founded to encourage exploration and development of superior marketing practices from academic and practitioner perspectives. In line with ACME's objectives, the ACME Outstanding Educator Award honors academic faculty for their outstanding contributions to marketing education. The award recipient will be recognized at the ACME Annual Conference, to be held in Dallas, Texas, on March 10-13, 2027 (please [CLICK HERE](#) to see the complete Call for Papers).

Eligibility

Nominees must have a terminal degree and be current and active ACME members, in good standing. Nominees also need to demonstrate active involvement in the association for at least three out of the most recent five years. Current ACME officers are not eligible for consideration.

Submission Process

Candidates for the award can nominate themselves or be nominated by an ACME member, with the candidate's written consent. Nominations and all supporting materials should be submitted electronically via Microsoft's Conference Management Toolkit (CMT) for the conference **by October 5, 2026, at 5:00 pm CST**. The elements of the nomination package include the following:

1. **Statement of Eligibility** (limited to two pages): A narrative statement details the applicant's eligibility for consideration for the FBD Outstanding Educator Award. This statement should describe the nominee's teaching philosophy, qualities, and strengths as an educator, and identify specific activities, techniques, and stylistic elements that are part of the nominee's excellence exhibited in her/his marketing education career.
2. **Curriculum Vita**: A detailed curriculum vita, with items under each heading/subheading arranged

in reverse chronological order.

3. **Highlights of Teaching, Research, and Service** (limited to three pages): Highlights of the candidate's teaching, research, and service performance include awards, recognitions, innovations, and outstanding contributions.
4. **Highlights of Involvement with ACME** (limited to one page): Highlights and periods of the candidate's involvement with ACME. Be sure to include highlights that demonstrate active involvement in the association for at least three out of the most recent five years.

Submit one consolidated PDF file of the above-listed nomination materials 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 FBD Outstanding Educator 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. **Name your file** “[ACME FBD OE] [space] [your first name] [space] [your last name].”

Review Process

The selection committee will be appointed by the ACME officers and chaired by a member of the ACME Board of Directors. The selection committee will review all nomination materials and select one individual to be honored at the ACME Annual Conference, to be held in Dallas, Texas, on March 10 to 13, 2027 (see [ACME Website](#) for more information).

The award recipient will be notified by **January 20, 2027**.

Requirements for Award Recipient

The award recipient is required to:

- 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.

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,
University of Texas Permian Basin, Odessa, Texas; gai_l@utpb.edu

or

Yolanda Obaze, Ph.D., Program Chair,
University of Evansville, Evansville, Indiana, yo21@evansville.edu