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**Pedagogic Research Grants Submission Form 2025**

The Academy of Marketing is pleased to announce a new round of funding for pedagogic research for 2025.

**Application deadline date: 12 Noon GMT 1 May 2025** to [**admin@academyofmarketing.org**](mailto:admin@academyofmarketing.org)

The aim of this grant scheme is to support and encourage pedagogic research into evidence-based practices of innovative and effective learning, teaching and assessment methods related to marketing. The outcomes of the Pedagogic Research Grants are to:

* + - * Allow for research into teaching, learning and assessment practices that enhance student learning and engagement;
      * Provide evidence-based examples of innovative and effective practice in learning teaching and assessment;
      * Facilitate review of current practices and the development of recommendations;
      * Disseminate educational methods which others might use; and
      * Raise the profile and awareness of pedagogic research and developments that have relevance to marketing educators.

We welcome a range of applications for the Academy of Marketing Pedagogic Research Grants but we encourage focus on our 2024-25 research priorities which are:

* Transforming marketing education in face of the challenges of sustainability
* Student skill development and employability in marketing education
* Effective use of digital technologies and pedagogies to support marketing education
* Promoting inclusion and diversity in marketing and society

NOTE: With respect to the pedagogic approach(es) suggested in the proposal, we expect all applicants to have reviewed the wider learning, teaching and assessment literature in higher education in addition to that in marketing.

**Funding amount**

**The maximum funding for any one project will normally be £2,000**, with an additional £500 (approx.) offered to cover the fee for the Academy of Marketing Conference in 2026.

Proposals are welcomed up to the £2,000. Whilst it is recognized that this is a relatively small amount, it is hoped that institutions will provide match funding for bids or support grant winners in other tangible ways that will allow the work to be undertaken and completed. *Please note that there are limited funds and so this is a highly competitive process.*

Funds awarded may only be used for costs arising as a direct result of running the project. This may include:

* Time release (i.e., buying project team members out of teaching, research or other duties).
* Support – administration, research assistants, etc.
* Travel and subsistence costs for journeys that can be demonstrated to directly benefit the progress and outcomes of the project (international conference attendance will only be supported in exceptional circumstances and if appropriately justified).
* Materials and consumables.
* Dissemination of findings.

It is not expected that overheads will be charged or that the host institution will top-slice the funding. Any contribution required to full economic cost must be included within the total amount available. ***Purchase of equipment such as computers will not be funded***.

**Eligibility**

* Proposals can only be accepted from individuals or teams employed in departments of UK

Higher Education Institutions delivering HE programmes in Marketing. Joint proposals with PIs from more than one institution are welcomed, but we would prefer that only one institution be liaising with the Academy regarding finances.

* All named applicants must be ***members of the Academy of Marketing*** at the time of application.
* All proposals require confirmation of support and approval from the applicant’s Head of School or Department.

**Grant funding principles**

The following principles will apply in the current round of bidding:

* Projects which seek to develop materials for a new or existing course will *not* usually be funded unless it is clearly illustrated how the project outcomes would benefit other institutions;
* Project funding will *not* normally be available to support the development of new modules or units within programmes of study;
* Project funding will *not* normally be available for the development of subject-based resources, such as websites, unless a significant part of the project will be available to other institutions or the work involves evaluation of the student experience in using these resources;
* Proposals should be **explicit** as to how they will *benefit the wider marketing subject community;*
* Proposals should explore issues of *learning, teaching or assessment* within the context of marketing
* Projects should offer good value for money and include tangible outputs (e.g., guidelines on good practice, case studies and accessible resources are anticipated);
* All project outputs should be devised with dissemination and the potential for transferability in mind; and
* Proposals should take account of any research or development already undertaken in the learning, teaching or assessment area being investigated\*\*

*\*\** It is very important the researchers have considered the wider learning, teaching and assessment literature in higher education and that this consideration is made clear within their research proposals. Marketing education research can be strengthened with a stronger link to existing evidence-based studies in other disciplines and across the HE literature.

**Outputs and Dissemination**

On completion, projects should typically provide information and/or resources related to learning, teaching and assessment that will promote good practice and be of value to the marketing subject area. We *do not seek the traditional type of academic report* often required on completion of a project; thus, we only require a **fairly brief summary report** detailing issues investigated, what has been achieved and the challenges encountered.

It is preferred that outputs and dissemination concentrate on activities and publications which are accessible to marketing academics. Plans for dissemination are likely to vary according to whether the project emphasis is on research or development.

Outputs may include items available via institutional websites (with open access from outside the host institution), leaflets or booklets for distribution to network contacts, or submissions to journals or the wider press. We expect to work with project teams to support effective dissemination of the activities undertaken, for example by:

* Helping to organise and run workshops or seminars, or offer time within planned network events; and
* Providing access to project materials or resources via our website, or providing publishing opportunities via resource guides, case studies, magazine articles as well as scholarly papers.
* All projects are required to acknowledge the support of the **Academy of Marketing** in any dissemination activities.
* **It is also a condition of accepting a grant** that the recipients attend the Academy of Marketing Conference in 2026 and deliver a paper on findings from this research. (As noted: Grant winners will also be provided with funds to cover the conference fee)[[1]](#footnote-1) Funding recipients should submit a short paper (500 words plus refs) into the AM Funded Research Track by the deadline for submissions to the Conference, normally in the January prior to the event.

**Deadline for Applications: 12 Noon GMT 1 May 2025**

Bids should be sent to Anne Foy (**admin@academyofmarketing.org**) by **12 Noon GMT on 1 May 2025**

**Announcements of successful bids will be made at the AM Conference at University College Cork in July 2025**

***All proposals must have internal approval for their proposal from their own Institution prior to submission to AM, and it is the applicant’s responsibility to make sure that they leave enough time in their preparations to clear this approval prior to the submission process. Successful applicants will be sent a document outlining the funding process which must be signed off by their HOD and Research Office and returned to AM, prior to funding being released.***

The PI is responsible for ensuring that the project adheres to the requirements of their research organisation.

The first half of the funding will be released during July 2025 and interim reports are expected by November 30, 2025. The second half of the funding will be released on successful completion of projects as judged by final reports submitted by 31 May 2026.

Proposals should be made using the **Project Proposal Form below** which, when completed should be submitted as an email attachment to [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org). All applicants will receive confirmation of receipt of their proposal.

If you have any queries regarding the nature of proposals or criteria prior to the project submission deadline please contact:

Laura Chamberlain (Chair): [Laura.Chamberlain@wbs.ac.uk](mailto:Laura.Chamberlain@wbs.ac.uk)

Fran Hyde: [f.hyde2@uos.ac.uk](mailto:f.hyde2@uos.ac.uk)

Thomas McAlinden: [thomas.mcalinden@strath.ac.uk](mailto:thomas.mcalinden@strath.ac.uk)

Sarah Mitchell: [smitchell@brookes.ac.uk](mailto:smitchell@brookes.ac.uk)

Sarah Montano: [S.E.Montano@bham.ac.uk](mailto:S.E.Montano@bham.ac.uk)

Nicki Newman: [N.L.Newman@bham.ac.uk](mailto:N.L.Newman@bham.ac.uk)

Teresa Pereira Heath: [teresa.pereiraheath@eeg.uminho.pt](mailto:teresa.pereiraheath@eeg.uminho.pt)

**Assessment of Project Proposals**

The criteria which will be used to assess proposals are:

1. Extent to which an important and identified need in the subject area is addressed
2. Clarity and structure of project plan aligned with aims and objectives
3. Demonstrable good understanding of current research in the area
4. Appropriateness and reach of outputs and dissemination plans
5. Extent of benefits for the wider subject community(ies)
6. Demonstrable good value for money
7. Likelihood the project will be effective in producing planned outputs/outcomes within the time and budget outlined

On receipt, proposals will be checked to confirm they are complete and a note of confirmation will be sent to the Project Leader. The panel will use the Assessment Form to shortlist proposals and the Chair of the AM Education Sub-Committee will co-ordinate the confirmation of funding decisions.

Proposals are circulated to a Review Panel, made up of academics from across the marketing subject area. All proposals are blind reviewed by a minimum of two reviewers. Where there are large differences in scoring, a third reviewer will be sought. The Chair of the AM Education Sub-Committee (Laura Chamberlain) and the Education Sub-Committee Team (Nicki Newman, Sarah Montano and Teresa Pereira Heath ???) will make the final decisions.

**Reporting and Financial Arrangements**

Following approval of a project proposal the AM team will maintain contact with project teams.

1. **Reports Required:** A brief interim report to monitor the progress made will be required (November 30, 2025), as will a final report on successful completion of the work (May 31, 2026).
2. **Funding:** Once funding is agreed, payment will be made in **two parts**, one following agreement and signature of the funding contract and one on successful completion of the project (May 31, 2026) and approved by the Chair of the Education Sub-Committee. The **deadline** for the final monetary claim is 1 December 2026. After that, no monies can be released. **Note:** It is essential that the award recipient **keep all receipts** related to the project, as in order for the Academy of Marketing Treasurer to release the remaining funding, they will need a completed Academy of Marketing claim form and all receipts.

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| Award recipients **need to complete an AM claim form for each payment,** including the necessary payment details, and submit this to the AM Admin Office ([admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) ). All claims are subject to approval by the Academy of Marketing Treasurer. Payments are made on a claims basis, invoices are not permitted. |

**Project Schedule**

The schedule is as follows:

* February 2025 funding announced
* 1 May April 2025 bids submitted
* AM Conference, July 2025 – bids awarded and announced
* July 2025 – first half of funding released on receipt of completed documentation
* 30 November 2025 – interim reports received
* 31 May 2026 – complete project and begin dissemination
* From June 2026 – second half of funding released on receipt of final report (Deadline for release of funds is 1 December 2026)
* July 2026 – recipient presents paper at Academy of Marketing Conference

For further information, please contact:

Laura Chamberlain (Chair): [Laura.Chamberlain@wbs.ac.uk](mailto:Laura.Chamberlain@wbs.ac.uk)

Fran Hyde: [f.hyde2@uos.ac.uk](mailto:f.hyde2@uos.ac.uk)

Thomas McAlinden: [thomas.mcalinden@strath.ac.uk](mailto:thomas.mcalinden@strath.ac.uk)

Sarah Mitchell: [smitchell@brookes.ac.uk](mailto:smitchell@brookes.ac.uk)

Sarah Montano: [S.E.Montano@bham.ac.uk](mailto:S.E.Montano@bham.ac.uk)

Nicki Newman: [N.L.Newman@bham.ac.uk](mailto:N.L.Newman@bham.ac.uk)

Teresa Pereira Heath: [teresa.pereiraheath@eeg.uminho.pt](mailto:teresa.pereiraheath@eeg.uminho.pt)

**Data Protection**If you apply for Funding or Awards made by the Academy of Marketing, we may use your data as required to administer the Funding/Award Process. The Academy of Marketing is registered with the Data Protection Register. You can find the full Privacy Policy of the Academy of Marketing at <https://academyofmarketing.org/privacy-policy>

The Academy of Marketing may publish details of successful Funding/Award applications, including the resulting research reports, on their website. However, we reserve the right not to publish a Research Report.

**Pedagogic Research Grants Submission Form**

**Proposed Project Title**

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| Click or tap here to enter text. |

1. **Main Applicant Details (All fields are required)**

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| **Name:** | Click or tap here to enter text. |
| **Job Title:** | Click or tap here to enter text. |
| **Department:** | Click or tap here to enter text. |
| **Institution:** | Click or tap here to enter text. |
| **Address** | Click or tap here to enter text. |
| **Email:** | Click or tap here to enter text. |
| **Academy of Marketing Membership Number:** | Click or tap here to enter text. |

**Names and Institutional Affiliations of Project Team Members**

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| Click or tap here to enter text. |

1. **Head of School or Department Approval**

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| I, the Principal Applicant, confirm that I have secured approval from my Head of School/Department and my Institutional Research Office that they support the project proposal, and agree to it being undertaken within their Department/Institution, should funding be granted.  *All proposals must have internal approval for their proposal from their own Institution prior to submission to AM, and it is the applicant’s responsibility to make sure that they leave enough time in their preparations to clear this approval prior to the submission process. Successful applicants will be sent a document outlining the funding process which must be signed off by their HOD and Research Office and returned to AM, prior to funding being released.*  Signed: Click or tap here to enter text.  Date: Click or tap here to enter text. |

**4. Project Overview (Max 300 words)**

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| Please provide a brief overview of the proposed project. This will form the text used to introduce the project on the website if the project is selected for funding.  Click or tap here to enter text. |

**5. Project Proposal**

**a) Rationale / Need for the Project (Max 250 words)**

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| Please demonstrate how your project addresses and important and identified need within the subject area.  Click or tap here to enter text. |

**b) Aims and Objectives (Max 150 words)**

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| Please ensure that the proposal demonstrates a clear and well-structured project plan.  Click or tap here to enter text. |

**c) Methodology and Timetable of Activity (Max 250 words)**

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| Please provide the expected start/end dates and identify the stages of work to be completed within this, demonstrating that the project will be completed within the time and budget.  Click or tap here to enter text. |

1. **Expected Outcomes and Deliverables (Max 150 words).**

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| Please identify specific and tangible deliverables for the project work as well as wider outcomes.  Click or tap here to enter text. |

1. **Anticipated benefits for learning, teaching and assessment practice in the subject area(s) (Max 200 words)**

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| Click or tap here to enter text. |

**6. Budget (Will demonstrate value for money)**

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| **Expenditure Item** (please list under each heading below) | Funding requested from Academy of Marketing | Contribution of host department/institution |
| Travel & Subsistence | Click or tap here to enter text. | Click or tap here to enter text. |
| Dissemination Costs | Click or tap here to enter text. | Click or tap here to enter text. |
| Materials & Consumables | Click or tap here to enter text. | Click or tap here to enter text. |
| Other (please specify) | Click or tap here to enter text. | Click or tap here to enter text. |
| **TOTAL** | **Click or tap here to enter text.** | **Click or tap here to enter text.** |

**7. References (Max 10)**

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| Click or tap here to enter text. |

**8. Signature of Main Applicant**

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Completed forms, in Word format, should be returned to admin@academyofmarketing.org **by 12 noon on 1 May 2025**. Winners will be announced at the Academy of Marketing Conference, July **2025.** Winners will present their findings at the **2026 Conference.**

1. The funding will cover the conference fee for **one** person only. It will not include additional expenses such as travel and accommodation. The attendee must pay the Academy of Marketing Conference fee directly to the AM2026 Conference host and reclaim the fee from the Academy by sending a claim form to the AM Admin Office ([admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) ) with evidence of payment. [↑](#footnote-ref-1)