

**Teaching Excellence Awards**

**Submission Form 2025**

The Academy of Marketing Teaching Excellence Awards are sponsored by the Worshipful Company of Marketors. These awards recognise and celebrate teaching excellence in HE marketing education. Truly excellent practice is occurring in marketing education, but we have few means to acknowledge great practice and also few ways to share success. These awards offer the opportunity to celebrate the hard work, creativity and impact of teaching in the marketing discipline. The Academy of Marketing is committed to enabling academics to share innovation, excellence and the impact of marketing education.

Winners will be awarded £500 to spend on teaching related resources or activities. Additionally, winners will be invited to present a public inaugural style lecture as part of a bespoke event to showcase their work and celebrate teaching excellence in Autumn 2025. The awards will be presented at the Academy of Marketing Annual Conference in July 2025.

Submissions should address the topic of teaching excellence and may wish to include one of the following themes. These themes are not restrictive and we welcome a range of submissions.

* Commitment to excellence in the delivery and/or support of teaching and learning in marketing.
* A team that has worked collaboratively to demonstrate innovation in marketing education.
* Contribution to the promotion of research-informed teaching in marketing that has a direct impact on the student learning experience.
* Innovation in the marketing curriculum that has had a transformative effect on teaching, that has the potential to be sustainable, and is capable of being applied in different educational contexts.
* Showcase excellent teaching and ingenuity with a case study from teaching practice that evidences impact on student learning and demonstrates best practice in marketing education.
* Leadership in marketing education to promote a commitment to inclusive, innovative approaches to teaching and supporting learning.

**Guidelines:**

**1. Two awards will be given if the judges have identified evidence of Teaching Excellence.**

2. Return completed form **and** up to one file of supporting evidence **together** by email only to Anne Foy at the Academy of Marketing ([admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) ). Complete **one** submission form per individual or per team. Closing date is **1 May 2025 (12 noon GMT).**

3. **Written supporting evidence** (i.e., Word or PDF) may be included along with the submission form. Please ensure that files do not exceed 2 pages.

**4. Please note that all entrants must be members of the Academy of Marketing. Membership enquiries can be directed to** [**admin@academyofmarketing.org**](mailto:admin@academyofmarketing.org)**.**

**5.** Please note that **individual** winners will be offered a **free** place at the Conference dinner. If a team wins the award **only one member of the team** will be offered a **free** place at the conference dinner.

**Important information:**

* Entries should relate to work completed 1 Sept 2023 – 1 Jan 2025
* Deadline for submissions: 1 May 2025 by 12 noon
* Winner notified: June 2025
* Award Presented July 2025
* Public Lecture: Autumn 2025

Please complete **all** sections of the Submission Form below to enable us to process your entry correctly.

**Section 1 ­– Entrant details**

**Please note that entrants must be members of the Academy of Marketing**

Please note these details will be used for all future correspondence regarding this specific entry, as well as for all finalist/winner publicity and literature. **All** fields marked \* are compulsory.

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| **Title \*** | Click or tap here to enter text. | | |
| **First name\*** | Click or tap here to enter text. | **Surname\*** | Click or tap here to enter text. |
| **Job title \*** | Click or tap here to enter text. | | |
| **Team name (for team category ONLY)** | Click or tap here to enter text. | | |
| **Institution name\*** | Click or tap here to enter text. | | |
| **Institution address\*** | Click or tap here to enter text. | | |
| **Town\*** | Click or tap here to enter text. | **County\*** | Click or tap here to enter text. |
| **Postcode\*** | Click or tap here to enter text. | **Country\*** | Click or tap here to enter text. |
| **Academy of Marketing Membership Number\*** | Click or tap here to enter text. | **Email\*** | Click or tap here to enter text. |

**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. We may process personal data you submit and the legal basis for this processing is our legitimate interests, namely the proper administration of our Learned Society. 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 and/or the Worshipful Company of Marketors may publish details of successful Funding/Award applications on their website and in its printed material.

**Section 2 – Additional information and terms and conditions of entry**

Entries: Entries are open to any marketing academic or a team of academics who delivered marketing education during the eligibility period and who fulfil the membership criteria. Please note that all entrants must be members of the Academy of Marketing. Entries are NOT open to members of the judging and reviewing panel.

* Please complete all sections A to C. The answer boxes are expandable; however, please ensure that your responses in A to C do not exceed 1000 words. The word count includes any supporting written material. Your entry may not be accepted if the word count is exceeded.
* Entries must be submitted by the date stipulated.
* Submission forms must be completed using this official template.
* When submitting, supporting material (i.e., Word or PDF) may be included. Please ensure that **files do not exceed 2 pages**.
* The individual award winner and **one member of the team award** winner will be invited to the Academy of Marketing Conference dinner in July 2025

Judging

* No communication will take place between judges and those submitting entries regarding judging criteria, processes, and decisions on finalists and winners.
* Judges’ decisions are final regarding all entries, judging criteria and process, decisions on finalists and winners. There will be no recourse to appeal.
* All entries will be anonymized.
* In any cases of conflict of interest involving the Chair of AMEDUC, they will be replaced by the Chair of the Academy who will manage that aspect of the process.

**Section 3 – Submitting completed entries**

Completed Submissions and any supporting evidence should be emailed Anne Foy at the Academy of Marketing ([admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) ) by **noon GMT on 1 May 2025.** You will receive confirmation that your entry has been received.

**Section 4 – Additional information**

If you require additional information or have any questions about the application process, please contact a member of the Academy of Marketing Education Sub-Committee:

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)

**Section 5 – Declaration**

I confirm that I have read and agree to the ‘Additional information and terms and conditions of entry’ above in Section 2 and that the information given in this submission along with any supporting evidence is accurate.

I confirm that **I/a team member** will attend the Academy of Marketing Conference Dinner in July 2025 if **I am/we are** successful.

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| **Name** | Click or tap here to enter text. |
| **Job title** | Click or tap here to enter text. |
| **Institution name** | Click or tap here to enter text. |
| **Date (DD/MM/YY)** | Click or tap here to enter text. |

**Section 6 – Entry details**

Please complete **all** sections as accurately as possible as the information provided will be used by the judging panel to assess your entry. Your entry should **adhere to the stated word counts for each section**. Entries exceeding the word count may be disqualified.

Winners will be notified June 2025. The award will be presented to the winning individual or team representative at the Academy of Marketing Conference Dinner, July 2025.

Judges will be assessing all entries by the criteria outlined below – please keep these in mind when completing each section.

**Judging criteria\*:**

* Clarity of the claim for teaching excellence;
* Brief description of context and underlying pedagogic approach(es) or theory(ies)
* Demonstrable outcomes and impact of the claim;
* Strength of the evidence supporting the claim with regard to impact and success as evidenced by the outcomes achieved;

\*For review purposes all entries will be anonymized.

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| 1. **Title**   Please provide a title or name for the teaching/learning activity/processes that you are entering for award. The title will be used in all relevant publicity and literature. |
| Click or tap here to enter text. |

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| 1. **Outline your claim for teaching excellence in marketing education (max 500 words)** |
| Click or tap here to enter text. |

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| 1. **Outline evidence of outcomes and impact of teaching excellence in marketing (max 500 words)** |
| Click or tap here to enter text. |