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**Academy of Marketing Education Mentoring Scheme**

**Submission Form 2025**

The Academy of Marketing is committed to excellence in teaching and learning and we aim to support faculty in this endeavour to further strengthen the community of marketing educators.

The Academy of Marketing Education Mentoring Scheme is designed to provide bespoke support for marketing faculty for their pedagogic practice and career progression. Submissions from those wishing to *receive* mentoring are open.

Submissions are expected to have a substantial element that deals with teaching and learning activities. However, mentoring in general career-development may also be included. We welcome submissions from academics at any stage of their careers and with any mix of teaching and research in their workload. This is a supportive, developmental scheme for faculty at any stage of their career.

The mentoring scheme lasts for six months and offers four one-to-one mentoring sessions with one senior internationally recognised marketing educator and four one-to-one coaching sessions with an independently accredited coach who has specialist knowledge of academia, specifically of academia within the marketing discipline.

We are seeking submissions that clearly identify a focus for development under the mentoring scheme. Some examples of focus are listed below as a guide. These are not restrictive, and we welcome a wide range of applications for the mentoring scheme.

* Developing career profile
* Career trajectory and strategy
* Developing teaching practice and classroom techniques
* Pedagogic research
* Engaging with digital advancements
* Module development
* Programme development
* Exploring pedagogic innovation
* HEA accreditation

**Guidelines:**

1. Applications will be reviewed and up to three mentoring spaces will be awarded in 2025.

2. Return the completed form by email only to Anne Foy at the Academy of Marketing ([admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) ). Complete **one** submission form per individual. The closing date is **1 May 2025 (12 noon GMT).**

3.Please note applicants must be members of the Academy of Marketing. Membership enquiries can be directed to [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org).

4. All mentoring and coaching sessions will be strictly confidential.

5. The mentoring and coaching sessions will take place online.

6. The mentoring scheme will last for six months from November 2024 and conclude by end of April 2025

7. Mentees will receive four one-to-one mentoring sessions with one senior internationally recognised marketing educator during the six-month period

8. During the six-month period, mentees will receive four one-on-one coaching sessions with an independently accredited coach who has specialist knowledge of academia, specifically of academia within the marketing discipline.

9. All costs associated with coaching are funded by the Academy of Marketing. Mentors will work for the scheme on a voluntary basis.

**Important information:**

Revised Deadline for submissions: **1 May 2025 by 12 noon**

Mentees notified: June 2025

Mentors and mentees allocated: August 2025

Mentoring scheme to commence: September 2025

Mentoring scheme to complete: March 2026

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

**2023 Mentees**

- Chahna Gonsalves, King’s College London

- Artemi Tonikidou, Loughborough University

- Romas Malevicius, King’s College London

**2024 Mentees**

- Olaya Moldes, Cardiff University

- Cristina Fona, University of Leicester

- Pietro Paolo Frigenti, University of Manchester

Feedback kindly shared by a mentee:

“*I want to take a moment to extend my heartfelt thanks to the Academy of Marketing Education Mentoring Scheme for providing such a unique and impactful opportunity. The guidance and encouragement from both my mentor and coach have profoundly enriched my career and personal growth. I highly encourage others to participate in this transformative experience and I am excited to see what the future holds*”, Artemi Tonikidou

**Section 1 ­– Applicant details**

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

Please note these details will be used for all future correspondence regarding this specific application. **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. | | | |
| **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 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 application**

Applications

Applications are open to any marketing academic who fulfil the membership criteria.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.

Application Review

* Application decisions are final regarding all applications, review criteria and process, decisions on applicants and admission to the mentoring scheme. There will be no recourse to appeal.
* The Academy of Marketing will only accept applicants to the mentoring scheme where the mentors and coach are able to offer appropriate guidance and expertise. If an applicant’s submission falls outside the mentoring schemes ability to offer appropriate guidance and expertise, the application will not be accepted.
* 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 applications 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 application 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)

Sarah Mitchell: [smitchell@brookes.ac.uk](mailto:smitchell@brookes.ac.uk)   
Nicki Newman: [N.L.Newman@bham.ac.uk](mailto:N.L.Newman@bham.ac.uk)  
Sarah Montano: [S.E.Montano@bham.ac.uk](mailto:S.E.Montano@bham.ac.uk)  
Teresa Pereira Heath: [teresa.pereiraheath@eeg.uminho.pt](mailto:teresa.pereiraheath@eeg.uminho.pt)

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

**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 is accurate.

|  |  |
| --- | --- |
| **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 to review your application. Your application should **adhere to the stated word counts for each section**. Applications exceeding the word count may be disqualified.

Successful applicants will be notified June 2025.

Reviewers will be assessing all applications using the criteria outlined below – please keep these in mind when completing each section.

**Review criteria\*:**

* Brief description of the focus of the application
* Clarity of motivation or need that is suitable for the mentoring scheme
* Demonstrable intended outcomes for the applicant
* Suitability of the application for the mentoring scheme

\*For review purposes all entries will be anonymized.

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| 1. **Focus of Application (max 100 words)**   Please provide a very brief outline of the area(s) of support that you would like to be the focus of your time in the mentoring scheme if your application is successful |
| Click or tap here to enter text. |

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| 1. **Outline your motivation for your application to the Academy of Marketing Education Mentoring Scheme (max 500 words)** |
| Click or tap here to enter text. |

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| 1. **Outline what you hope to gain or change as a result of participation in the Academy of Marketing Education Mentoring Scheme (max 400 words)** |
| Click or tap here to enter text. |