

Academy of Marketing

Marketing Education Thought Leadership Forum 2026

Innovating the Future of Marketing Education: Call for Abstracts

Join us on **17th April 2026** at Warwick Business School, University of Warwick for the Marketing Education Thought Leadership Forum. A dynamic gathering of forward-thinking educators passionate about transforming marketing teaching and learning.

This interactive forum, hosted by the Academy of Marketing Education Committee and supported by the Worshipful Company of Marketors, brings together educators who are reshaping the field through research-driven innovation, fresh pedagogical approaches, and real-world applications. Expect thought-provoking discussions, case studies of impactful teaching practices, and insights into the latest trends in marketing education.

The Day Will Feature

- ☑ **Keynote presentation** by Professor Eleri Rosier (Professor of Marketing and Strategy at Cardiff Business School, Regional Dean for India at Cardiff University, Director of Postgraduate Recruitment and Admissions for Cardiff Business School, and Chair of the Coleg Cymraeg Cenedlaethol Business Panel)
- ☑ **Teaching innovation and technology showcase** by the Teaching and Learning Enhancement team at Warwick Business School
- ☑ **Engaging presentations** showcasing innovative teaching methods and artefacts
- ☑ **Interactive discussions** on key challenges and opportunities in marketing education, specifically the impact of marketing education
- ☑ **Networking opportunities** to connect with leading educators and exchange ideas on future-ready teaching practices

Event Details

- 📅 **Date:** Friday, 17th April 2026
- 🕒 **Time:** 10:00 AM - 4:00 PM (arrival and refreshments from 9:30 AM)
- 📍 **Venue:** Warwick Business School, The University of Warwick, Coventry
- 💷 **Fee:** £30 (payable on acceptance)

Call for Submissions

We invite submissions showcasing innovative teaching artefacts, practices, or approaches in marketing education. This could include (but is not limited to):

- Innovative assessment approaches
- Novel teaching resources or materials
- Technology-enhanced learning activities
- Student engagement strategies
- Curriculum design innovations
- Creative pedagogical approaches

Format: Interactive showcase-style presentations where attendees can engage with your artefact and discuss your approach.

Important Dates

Submission Deadline: 2nd March 2025

Notification of Outcome: 9th March 2025

Submit Your Proposal

Please complete the online form providing a **maximum 100-word abstract** describing your teaching innovation, along with details about what you will be showcasing.

<https://forms.gle/dGT5YxY8yJnRQPAx5>

Financial Support

If you are at an institution with financial restrictions, please don't let this prevent you from applying. Support may be available to assist with travel and accommodation costs. Please indicate your funding status when submitting, and we will be in touch with further details.

Accommodation and Travel

Accommodation and Travel information will be provided when notified of outcome.

Questions?

For enquiries, please contact Laura Chamberlain at Laura.Chamberlain@wbs.ac.uk

We look forward to receiving your submission and welcoming you to Warwick Business School in April 2026!