

## Call for Nominations for the

# 2009 PEARSON ANZMAC DISTINGUISHED MARKETING EDUCATOR OF THE YEAR AWARD

Pearson Australia and the Australia-New Zealand Marketing Academy invite nominations for the 2009 Pearson ANZMAC **Distinguished** Marketing Educator of the Year Award.

### *Eligibility*

Marketing educators who are members of ANZMAC, and who have who held a continuing appointment at an Australian or New Zealand University or Higher Education Institution during 2008 and 2009, will be eligible.

### *Nomination for the Award*

Candidates *must* complete their own application form. Hence, while colleagues or students can encourage such nominations, they cannot complete the application on behalf of the nominee. However, the nominee can include letters of support from such people. Nominations (of no more than 12 pages) must include:

- A completed nomination form.
- A curriculum vitae referencing the nominee's educational qualifications, career history, teaching positions and teaching experience. Include only publications relevant to this application, not the nominee's full list of publications. (No more than four A4 pages, plus list of references)
- One reference (of no more than one A4 page) provided by a head of department/school or equivalent.
- A statement from the nominee addressing the selection criteria, listed below (of no more than 7 pages, 1.5 or double spaced).

Supporting documentation should be put in as appendices (no more than 20 pages).

### *Assessment*

The award will be presented to the applicant who is deemed to have best advanced marketing education. Student education should be viewed broadly, not only through direct teaching but also through service and research. As well as achievements in 2008 and 2009, all professional contributions made over the course of a nominee's career can be considered.

The Selection Committee will pay particular attention to the following criteria:

- *Contribution to Teaching-Research Nexus*, including integrating relevant research and scholarship in course content and delivery; designing learning around contemporary research issues, involving students in research; research into student learning. This criterion will account for 30% of applicants' overall score.
- *Contribution to curriculum development* including undergraduate, postgraduate, research and post experience programs. This criterion will account for 30% of applicants' overall score.

Applicants are also requested to address two or three of the criteria listed below; this section of the application will account for the remaining 40% of applicants' overall score.

- *Underlying pedagogical approach and its development* (i.e. beyond the discipline content).
- *Contribution to teaching methods* - development of methods of education that motivate and inspire students to learn, including methods for addressing specific teaching contexts such as large class teaching, distance learning and student diversity.
- *Contribution to developing institutional support for teaching and education related to marketing in universities*, including contributions to mentoring of junior academic staff and the development of education policies and programs.
- *Publication and dissemination of knowledge related to education and teaching of marketing*, including innovative textbooks, articles and conference papers on teaching and education methods, philosophy and research; development and publication of case studies; invited presentations and seminars on aspects of teaching and education.

Applicants should also provide evidence of their effectiveness as a teacher. This evidence could, among other items, include a track record of students' evaluations; peer group ratings and evaluations; impact on students' future development and careers, mentoring of postgraduate students into academic positions.

Note that the committee will look for evidence that demonstrates the innovativeness, value and impact of a candidate's contribution to teaching and learning. Both formal and informal assessments may be used as well as testimonials and other evidence of professional impact, such as prior awards, media coverage and diffusion and acceptance of ideas.

### *Assessment*

Professor Malcolm Wright (Chair), a member of the awards committee, and a co-opted distinguished member of ANZMAC will assess the nominations.

### *Previous winners nominating for a second time*

Only those contributions made since the receipt of the last award should be included for a previous winner of the Educator Award.

### *Restrictions*

Applicants cannot apply for **BOTH** the Distinguished Educator Award and the Emerging Educator Award in the same year.

### *Submissions and Deadline*

Please submit nomination documentation electronically to Professor Malcolm Wright, [malcolm.wright@unisa.edu.au](mailto:malcolm.wright@unisa.edu.au) Chair ANZMAC Awards Committee, by Friday, 2 October 2009.

### *Prize money*

A prize of \$2,000 will be offered to the winner by Pearson Australia. The prize money should be used to further develop the winner's contribution to marketing education.

## The 2009 Pearson ANZMAC Distinguished Marketing Educator of the Year Award

### Nomination Form

**Nominee:** \_\_\_\_\_  
(Full name)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**University:** \_\_\_\_\_  
(Include the name of dept/school as well as the university where the nominee is teaching).

**University Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Nominator:** \_\_\_\_\_  
(Full Name)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Seconded:** \_\_\_\_\_  
(Full Name)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**To the Nominee:**

*Please ensure that you have complied with the Rules of Entry in relation to this award.*