

Call for Nominations for the

2009 PEARSON ANZMAC EMERGING MARKETING EDUCATOR OF THE YEAR AWARD

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

Eligibility

Tutors, lecturers or senior lecturers who are members of ANZMAC are eligible, provided they have

- (i) carried a substantial teaching load in undergraduate and/or postgraduate marketing courses,
- (ii) at an Australian or New Zealand University or Higher Education Institution,
- (iii) during 2008 and 2009.

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 of no more than three A4 pages referencing the nominee's educational qualifications, career history, teaching positions and teaching experience.
- 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 provided as appendices (no more than 20 pages).

Assessment

The committee will look for demonstration of the following criteria (each worth 10%) and, where appropriate, the rationale for the steps taken as well as the outcomes.

- Interest and enthusiasm for teaching and for promoting student learning.
- Ability to organise course material and to present it cogently and imaginatively.
- Command of subject matter, including the incorporation in teaching of recent developments in the field of study.
- Provision of appropriate student assessment, including the provision of worthwhile feedback to students on their learning.
- Professional and systematic approach to teaching development.
- Participation in professional activities and/or research relating to teaching.
- The use of innovative approaches to teaching to enhance learning outcomes.
- Demonstration that the teaching approach follows a pedagogical rationale (i.e. beyond the discipline content).

A further 20% will be allocated to objective student evaluation (from student evaluation forms).

Note:

- Do not include emails/letters from students, i.e. subjective evaluations.
- Please ensure that your appendices (teaching materials) are correctly labelled and are all referenced in the text addressing the selection criteria.

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

Previous winners are not eligible for a second Emerging 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, Chair ANZMAC Awards Committee, by Friday, 2 October 2009.

Previous winners

- 2008 Dr Ranjit Voola, Faculty of Economics and Business, University of Sydney
- 2007 Dr Angela Paladino, School of Management and Marketing, The University of Melbourne
- 2006 Dr Catherine Sutton-Brady, School of Business, The University of Sydney
- 2005 Dr Glenn Pearce, School of Marketing, University of Western Sydney
- 2004 Dr Troy Heffernan, Marketing and Management, Charles Sturt University
- 2003 Ms Dawn Birch, Department of Marketing & Tourism, University of Southern Queensland
- 2002 Mr Su Mon Wong, School of Advertising, Marketing and Public Relations, Queensland University of Technology

Prize money

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

The 2009 Pearson ANZMAC Emerging 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.