

Marketing Education

Track Definition (short):

Marketing Education studies the design, delivery, and assessment of how marketing is taught and learned, focusing on pedagogical approaches, curriculum, technology integration, skill development, and career readiness in a fast changing world. It explores effective teaching strategies, experiential learning, digital tools and analytics, assessment, and curriculum innovation aligned with industry and societal needs.

Track Definition (long):

Marketing Education is the branch of marketing scholarship that studies the design, delivery, and assessment of teaching and learning in marketing.

It examines how pedagogical approaches, curriculum, technology integration, and skill development prepare students and professionals to succeed in dynamic marketing environments.

This domain investigates:

- adaptive teaching strategies in marketing education, including experiential, and active learning (projects, simulations, case-based, and internship-based learning) that reflect rapidly changing market realities.
- the integration of digital tools, analytics, and AI into marketing education,
- assessment and accreditation of marketing learning outcomes,
- curriculum innovation that aligns with evolving industry needs and societal expectations
- student engagement and higher order skills, emphasizing collaboration, critical thinking, and originality in complex, real world contexts
- And ethical, global, and inclusive perspectives that foster responsible marketing practices