



International Society of Marketing 2026 Fall Teaching and Learning Conference *Teaching Through Change* Call for Proposals

The International Society of Marketing (ISM) presents the 2026 Fall Teaching and Learning Conference, to be held in Austin, Texas October 14-16, 2026. The conference will focus on the constantly changing environment of higher education, introducing and exploring best practices in teaching, and providing practical, pedagogical tools through lightening lessons and panels to improve teaching effectiveness. Our fall conference is **open to faculty who teach business classes at any level.**

The International Society of Marketing's 2026 Fall Teaching & Learning Conference features 12 sessions across two-and-a-half days, including lightning rounds, panels, and research talks. Our Fall conferences are truly meant for learning and camaraderie and have no concurrent programming, so you never have to miss a session!

Introducing the International Society of Marketing "Teaching Impact Award."

Submissions should be a 3-5 page paper describing the scholarship of teaching-learning, pedagogical innovations, curriculum enhancements, and academic case studies in project-based learning. *This award aligns with the newest AACSB "Teaching Effectiveness" criteria. Winner will receive a \$500 award at the conference and free conference registration for the 2027 ISM Fall conference.*

Choose from four presentation formats:

- **Lightning Lesson:** Demonstrate a tool, trick, or lesson that works. One page, 5–7 minutes, no slides.
- **Panel Discussion:** You bring the panel and the topic.
- **Panel Topic:** You bring the topic; ISM helps find the panelists.
- **ISM Teaching Impact Award:** A 15-minute presentation of teaching-focused research.

Every submission is peer reviewed.

Accepted proposals receive a formal acceptance notification, which can be used to justify budget allocation and to document your University's Societal Impact Efforts for AACSB. Proceedings will be posted online following the conference for those that wish to share their work.

Priority Deadline: September 1 | Final Deadline: September 8.

See our website for more details: <https://internationalsocietyofmarketing.org/2026-teaching-learning-conference/>