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About the Journal of Marketing Education

Journal of Marketing Education (JMED) provides a forum for the exchange of research results, ideas, information, and experiences related to educating students of marketing, including personal selling and advertising. JMD is the leading peer-reviewed, international scholarly journal publishing articles on the latest techniques in marketing education, emphasizing effective teaching methods, new course content, and professional issues. Average time from submission to first decision: 35 days. This journal is a member of the Committee on Publication Ethics (COPE).