



2007 Kotler Nonprofit Travel Grants July 9-11 AMA Nonprofit Marketing Conference (Washington, D.C.) Writing Process & Guidelines

Summary

At the July 9-11, 2007 AMA Nonprofit Marketing Conference, Ph.D. Travel Grant recipients will record the proceedings of the conference in real-time, focusing on the conference content and themes. A manuscript will develop from these records, which is owned by the American Marketing Association Foundation. **Once again, you are being asked to focus and write on the conference presentations—not to develop a literature review on nonprofit marketing.**

Writing Process & Guidelines

- **Step 1:** Ph.D. Nonprofit Travel Grant recipients will record the proceedings of the conference in real-time, focusing on the presentations made at the July 9-11 AMA Nonprofit Marketing Conference.
- **Step 2:** Travel Grant recipients will then work together to combine their notes into a clean, edited manuscript, isolating the main themes of the conference and providing the appropriate content and examples from the conference to support these themes. This manuscript will serve as the core of the conference proceedings.
 - Prepare the manuscript using Microsoft Word. This manuscript should be no longer than 15 pages in length. Please use:
 - 12-point Times New Roman font
 - 1 inch margins
 - Double-spaced/unjustified paragraphs
 - Do not indent paragraphs
 - Use major and secondary headings where necessary (Major headings should be flush left in all capital letters and secondary headings should be flush left in title case.)
 - Start the manuscript with a title, centered in all capital letters. The title will be followed by a return and then the name of the author, university affiliation, and city (one author per line). Please do not rank the names of the authors.
 - Include an executive summary that is no longer than one page.
 - Write for a practitioner audience--not an academic audience.
 - A complete list of references is needed at the end of the manuscript. Use the *Journal of Marketing* reference style.
 - Carefully edit and proofread the manuscript.
 - Submit this manuscript electronically to Professor Roger A. Kerin at rkerin@mail.cox.smu.edu by August 17, 2007.
 - Be prepared for additional edits from Professor Kerin.
- **Step 3:** Travel Grant recipients will then augment the above manuscript with the scholarly literature review related to the presentations; however, the focus of the manuscript will remain on the content and themes of the conference. The scholarly literature review should support and supplement the conference themes and content, where appropriate. However, divergent views should be highlighted where appropriate. The manuscript that includes the scholarly literature should be no longer than 20 pages.
 - Submit the integrated manuscript to Professor Roger A. Kerin at rkerin@mail.cox.smu.edu by October 19, 2007.
 - Be prepared for additional edits from Professor Kerin.

Contact information

If you have any questions, please contact Professor Roger A. Kerin (rkerin@mail.cox.smu.edu) or Jason Oleniczak (joleniczak@ama.org; 312-542-9041), AMAF Program Manager.