Green Journals

International Approved Journals

Journal Information

Journal Title	Marketing Education Review
Publisher	Taylor & Francis Online
ISSN	1052-8008
E-ISSN	2153-9987
Database	ABDC
Domain	Health Sciences, Physical Sciences, Social Sciences

Classification History

Year	A+	A	B	C
2026			✓	
2025			✓	
2024			✓	
2023			✓	
2021/2022			✓	
2020			✓	
2019			✓	
2018				

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

Technology-Driven Learning for Sustainability: Higher Education Students' Evaluation of EDU-Metaverse Usage in College Curricula
2026-11-7 Pages 1-25
Authors: Pelet Jean-Éric, Petr Christine, Canziani Bonnie
DOI: 10.1080/10528008.2026.2758740

The dead classroom theory: exploring ai-Driven Education's impacts on marketing learning
2026-11-6 Pages 1-9
Authors: Thomas Martin Key, Adam Mills, Leyland Pitt
DOI: 10.1080/10528008.2026.2755499

Supporting Case Analysis Through Guided LLM Prompting in Online Case-Based Marketing Courses: An Exploratory Classroom-Based Comparison
2026-10-31 Pages 1-17
Authors: Justin Sieow, Ksenia Sergueeva
DOI: 10.1080/10528008.2026.2757085

AI-enabled social media and student recruitment: Examining student engagement and AI
2026-10-30 Pages 1-12
Authors: Dinh Nguyen Phan, Thi Ninh Do, Thi Thuong Huyen Phan
DOI: 10.1080/10528008.2026.2754762

From R.E.C.I.P.E. TO Reflection: The Integrated DEIBA Action Report Card For Marketing Education
2026-10-29 Pages 1-12
Authors: Morgan M. Bryant, Jen Riley, Amy Watson
DOI: 10.1080/10528008.2026.2750331

From Classroom to Career: Use of Digital Collaboration Tools to Bridge Theory & Practice
2026-10-27 Pages 1-10
Authors: Della Clark, Kristina Kaufman, Sphurti Sewak et al.
DOI: 10.1080/10528008.2026.2742368

When Challenge Helps Learning: An Authentic Challenge Framework for Experiential Marketing Education
2026-10-15 Pages 1-16
Authors: Priyanka Singh, Lei Huang
DOI: 10.1080/10528008.2026.2746331

Influencers, Followers, Anti-Socials and Hackers, oh my! an Analytical Framework of Personas on Social Media Learning Platforms
2026-10-13 Pages 1-21
Authors: Kelley Cours Anderson, Rafael Teixeira, Georgianna May
DOI: 10.1080/10528008.2026.2733319

Teaching Generation Z: The Pedagogical Innovation Pentagon For Hybrid Introductory Marketing Education
2026-10-13 Pages 1-25
Authors: Oula Bayarassou
DOI: 10.1080/10528008.2026.2699800

Authentic Personal Branding: Mindfulness As A Foundation For Teaching Students To Build Meaningful Professional Identities
2026-10-13 Pages 1-19
Authors: Ellen Campos Sousa, Roberta Maia Silva, Jeffrey Anderson et al.
DOI: 10.1080/10528008.2026.2740720