Society for Consumer Psychology/Journal of Consumer Psychology
Insights for the Classroom

The Society for Consumer Psychology and the Journal of Consumer Psychology seek to make JCP's materials readily available for our colleagues to use in the classroom. In particular, at present, we aim to make articles that offer insights regarding issues of social justice and the present pandemic easily available and adaptable.

To this end, we are reaching out to authors of relevant papers to think about their papers from an instructional perspective and to offer a few (3-5, ideally) slides that can be adopted into class sessions. (In launching this program, we were inspired by the similar initiative by our colleagues at the Journal of Marketing.)

Think about what your JCP article offers that might be useful to undergraduate, MBA or Executive MBA students taking a marketing course. This might be a framework, idea, finding, or real-world application/example.

These short slide decks:
- Should be simple and interesting.
- Focus on a few key ideas or findings from your paper that you think will be most useful to students.
- Might focus on a framework, concept, finding, or example from the paper
- Should stand alone and be self-explanatory—explain everything in order to make your ideas clear. Use the notes section of the slides to provide necessary details, links, talking points, etc., that will make things as clear as possible to your colleagues.
- Shouldn't be jargon-heavy.
- Should not be overly complex or contain a great deal of data.
- Ideally use images and real-world examples, to make the slides more engaging.
- To ensure uniform branding and formatting across submissions, please use this simple PowerPoint template to build your slides.
- May provide additional resources related to your paper that might help with classroom presentations and discussions. Links to relevant news articles, advertisements, web-pages, etc., can be inserted into the notes pages of your slides.
- Should include the URL to your paper on the JCP website in the notes pages of the title slide.

Once your slides are complete, please email them to scp@tcu.edu. In the body of the email, please provide a set of 3-5 key words that you think will help instructors determine the relevance of your slides for their course/session.

Once we have a critical set of these materials available, we will notify SCP members of their availability. Eventually, as we determine interest, this program may migrate under JCP's responsibilities.