



SESSION 1
Thursday 3:30-5:00 p.m.

Session 1A: Service in Marketing Education

Co-Chairs: *Renee Shaw Hughner, Arizona State University*
Linda Rochford, University of Minnesota Duluth

Service Encounters in Higher Education: Investigating the Influences of the Characteristics of Professors on the Satisfaction and Dissatisfaction of Students

Thorsten Gruber, University of Manchester

Alexander Reppel, University of London

Glen H. Brodowsky, California State University, San Marcos

Roediger Voss, University of Applied Sciences of Zurich

Introducing Community Service Activities into the Marketing Curriculum

Susan Cadwallader, California State University, Fullerton

Aubrey LeBard, California State University, Fullerton

Catherine T. Atwong, California State University, Fullerton

Seasonal and Classroom Environment Influences on Students' Perceptions of Teaching Effectiveness

Jill Mosteller, Portland State University

Session 1B: Special Sessions (30 minutes each)

When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It

Steve McKee, BusinessWeek.com and McKee Wallwork Cleveland Advertising

Student Holistic Development: Beyond Curriculum

Gerald S. Abergos, De La Salle University, Manila

The Corporate Social Responsibility of Level Three Accredited Business Schools in Davao Region: A Model for Community Extension Services Program

Primitiva B. Hilot, University of Mindanao

Vicente Salvador Montaña, University of Mindanao

Corazon Mae Baylon, Ateneo de Davao

Session 1C: Special Session

The Academically or Professionally Qualified Issue: Theoretical and Practical Approaches to 'Rehabilitate' Marketing Faculty Who are Neither AQ nor PQ

John A. Schibrowsky, University of Nevada, Las Vegas

James Cross, University of Nevada, Las Vegas

Richard S. Lapidus, University of Nevada, Las Vegas

James W. Peltier, University of Wisconsin Whitewater

Gail Ball, University of Rio Grande

Alexander Nill, University of Nevada, Las Vegas

Lucille Pointer, University of Houston, Downtown Campus

Session 1D: Special Sessions (45 minutes each)

Do You Really Think Your Online Course Serves the Students Like Your Traditional Course? Assessment of Marketing and Management Web-Based Courses

Robert A. Lupton, Central Washington University

David R. Rawlinson, Central Washington University

Natalie A. Lupton, Central Washington University

Shani Watkins, Central Washington University

Lenny Price, Central Washington University

So You Want to Teach Marketing Online: The Challenges and the Issues

Shirley M. Stretch-Stephenson, California State University, Los Angeles

H. Rika Houston, California State University, Los Angeles

Christopher Kaufman, Fuller Theological Seminary

Contemporary Issues/Table Topics (Breakfast Roundtable Discussions) Friday 7:30-8:15 a.m.

Contemporary Issues/Table Topic 1

Marketing Education: Assurance of Learning and Accountability Challenges and Alternatives

Jim Wong, Shenandoah University

Contemporary Issues/Table Topic 2

Fostering Creative Thinking in the Marketing Classroom: Sharing and Assessing Pedagogical Approaches

David S. Ackerman, California State University, Northridge

Kirti Sawhney Celly, California State University, Dominguez Hills

Barbara L. Gross, California State University, Northridge

Contemporary Issues/Table Topic 3

The Challenges in the Development and Administration of a Television/Online Principles of Marketing Course

Claudia M. Bridges, California State University, Sacramento

Contemporary Issues/Table Topic 4

Peer Evaluation as a Basis for Class Participation Grades: The PEP Approach

Can Uslay, Chapman University

Contemporary Issues/Table Topic 5

Does International Business Education *Still* Matter?

Massoud Saghafi, San Diego State University

Contemporary Issues/Table Topic 6

Creative Marketing – Beyond the Boundaries of the Business Faculty

Edel Moore, University of Leeds

Contemporary Issues/Table Topic 7

Integrating and Measuring Ethics Instruction in Business Curricula

Samuel P. Robinson, Southern Illinois University at Carbondale

John Fraedrich, Southern Illinois University at Carbondale

Contemporary Issues/Table Topic 8

Role of Case Studies in Marketing Education: Do Case Studies Generate Student Attention and Involvement?

Tamara Gvenetadze, Caucasus University

Contemporary Issues/Table Topic 9

Social Responsibility and Marketing

Teresita C. Mirafuentes, Holy Cross of Davao College

Contemporary Issues/Table Topic 10

The TRIMP Marketing Communications Model: Inclusion of Internet and Mobile Channels as Above-the-Line Media of Advertising in the ASEAN Market

Leonardo R. Garcia, Jr., Lyceum of the Philippines University

SESSION 2

Friday 8:30-10:00 a.m.

Session 2A: Cases and Classroom Performance

Co-Chairs: *Kirti Sawhney Celly, California State University, Dominguez Hills*

Charles R. Duke, Clemson University

The Effects of Beliefs About Self on Classroom Performance

David S. Ackerman, California State University, Northridge

Oscar W. DeShields, Jr., California State University, Northridge

The Not-So-Subtle Sins in Case Analysis

Gerald M. Hampton, New Mexico State University

Case Studies in Sport Marketing: A Study of Instructors' Case Selection and Instructional Use in the Classroom

Frank R. Veltri, University of Colorado

John J. Miller, Texas Tech University

Session 2B: Experiential Learning through Class Exercises

Co-Chairs: *Mariam Beruchashvili, California State University, Northridge*

Nancy T. Frontczak, Metropolitan State College of Denver

How an Experiential Exercise Enhances Learning in an Introductory Marketing Class

Christopher T. Kondo, California State University, Fullerton

Vy N. Le, California State University, Fullerton

1+1 Can Equal 3: Picking the Right Experiential Activities to Reinforce Soft Skills in a Principles of Marketing Class

Meg Thams, Regis University

Christina McCale, Regis University

Experiential Learning in Teams: The New Products Course

Linda Rochford, University of Minnesota Duluth

Session 2C: Faculty Development and Assessment

Co-Chairs: *Donald R. Bacon, University of Denver*

Howard Forman, California State University, Fullerton

Attractiveness, Gender, and Age: Who is an Outstanding Instructor?

Dennis E. Clayson, University of Northern Iowa

Dealing with Resistance to Change: The Case of Assurance of Learning

James Cross, University of Nevada, Las Vegas

Richard S. Lapidus, University of Nevada, Las Vegas

John A. Schibrowsky, University of Nevada, Las Vegas

The Preferences of Students on the Teaching Practices of Their CBAA and CAS Teachers

Minerva D. Maylem, Central Luzon State University

Alejandro A. Sagario, Jr., Central Luzon State University

Session 2D: Special Session

How to Put Together a Marketing Class for Online Delivery

Gopala "GG" Ganesh, University of North Texas

Session 2E: Consumer Behavior I

Co-Chairs: *Jo Bates, Bellevue University*

Lars Perner, University of Southern California

Consumer Sophistication: A Study of Antecedents and Consequences

Jeanny Liu, University of La Verne

Sijun Wang, California State Polytechnic University, Pomona

The Use of Tree Models in Reducing Wasted Paid Placement Clicks from Navigational Searchers

Jaani Väisänen, Tampere University of Technology

Connecting the Dots on Customer Value...

William B. Dodds, Fort Lewis College

SESSION 3

Friday 10:30 a.m.-12:00 noon

Session 3A: Special Session

Critically Rethinking the Core MBA Marketing Course: What is It and What Could (and Should) It Be?

Greg W. Marshall, Rollins College

Mark W. Johnston, Rollins College

Doug Hughes, McGraw-Hill/Irwin

Session 3B: Special Sessions (45 minutes each)

Sports Marketing: Trends, Classroom Techniques and Industry Experiences

Mark J. Brand, St. Ambrose University

Thomas C. Boyd, California State University, Fullerton

Vassilis Dalakas, California State University, San Marcos

Team-Based Experiential Learning: Insights and Lessons Learned from 100 Corporate Projects at Pepperdine University

Andrea Scott, Pepperdine University

Doreen Shanahan, Pepperdine University

Session 3C: Creativity

Co-Chairs: *Bernice Dandridge, Diablo Valley College*

Edel Moore, University of Leeds

What's New About a New Idea: Student Creativity in the Marketing Classroom
Angelica Bahl, Metropolitan State College of Denver
Eugenia Kuzmina, Russian State University of Trade and Economics

More Fearless Innovation in Marketing Education: Writing (Poetry) to Learn
Kirti Sawhney Celly, California State University, Dominguez Hills

Want to Improve Student Learning? Drop Your Textbook!
Donald R. Bacon, University of Denver

Session 3D: Special Session

Perspectives on a Successful Marketing Career: Learning from the Experts
Charles H. Patti, University of Denver
Nancy T. Frontczak, Metropolitan State College of Denver

Session 3E: Special Sessions (45 minutes each)

Sponsored Special Session:
Best-Practice Teaching with Marketing Simulations
Randall G. Chapman, Chapman and Associates

Teaching International Marketing: Tips and Traps
David S. Ackerman, California State University, Northridge
Brian K. Jorgensen, Westminster College
Lars Perner, University of Southern California
Nancy Panos Schmitt, Westminster College

SESSION 4

Friday 1:30-3:00 p.m.

Session 4A: Student Interests and Motivations

Co-Chairs: *Susan Cadwallader, California State University, Fullerton*
Deborah Heisley, California State University, Northridge

Are Your Students Interested in Marketing? How Student Interest Impacts the Desirability of Choice in a Course

David S. Ackerman, California State University, Northridge
Kirti Sawhney Celly, California State University, Dominguez Hills
Barbara L. Gross, California State University, Northridge

Exploring Prospective Students' Decisions to Apply to Graduate Business Programs

Cristian Morosan, University of St. Thomas
Natalya (Natasha) Delcoure, University of St. Thomas
Bahman Mirshab, University of St. Thomas

Preparing Marketing Students for 21st Century Jobs

Regina Pefanis Schlee, Seattle Pacific University

Session 4B: Student Team Dynamics

Co-Chairs: *Kenneth J. Chapman, California State University, Chico*
Jeana J. Jaymes, California State University, Bakersfield

A Conceptual Model of Individual Perceptions in Team-Based Learning: A Modification of the Theory of Planned Behavior

Christina Chung, Ramapo College of New Jersey

Ed Petkus, Jr., Ramapo College of New Jersey

Team Structure and Trust: Implications for Marketing Education
Ruth Chavez, Metropolitan State College of Denver

Student Personality Type Diversity in Team Projects: The Relationship Between Team Diversity and Satisfaction

Thomas C. Boyd, California State University, Fullerton
Katrin R. Harich, California State University, Fullerton
Matthew P. Lancellotti, California State University, Fullerton

Session 4C: Building a Marketing Faculty

Co-Chairs: *Steve B. Corbin, University of Northern Iowa*
Jill Mosteller, Portland State University

Do Sweat the Small Stuff: Successful Strategies for Staffing the Marketing Podium
David A. Horne, California State University, Long Beach
H. Rika Houston, California State University, Los Angeles

Identifying Administrators' Ideal Attributes of Marketing Educators
Franck Vigneron, California State University, Northridge

Marketing Orientation and Teaching Philosophy: A Perspective from Douglas McGregor
Robert D. Winsor, Loyola Marymount University

Session 4D: Mentoring and Student Skill Development

Co-Chairs: *E. Vincent Carter, California State University, Bakersfield*
Ruth Leshner Taylor, Texas State University, San Marcos

The National Mentoring Project: A Whole Person Learning Approach to Student and Managerial Education
Peggy Cunningham, Dalhousie University
Mary Donohue, Donohue Brent Training and Consulting

A Study of Student Writing Weaknesses in Marketing: Does Anybody Know It, Care, or Have a Solution?
Jerry L. Thomas, San Jose State University

Can Marketing Majors Learn Math? A Study of Quantitative Skills Curriculum
Nicole Cox, University of Arkansas
Molly Jensen, University of Arkansas
Charles Halliburton, Northwest Arkansas Community College and Wal-Mart Stores, Inc.

Session 4E: Consumer Behavior II

Co-Chairs: *Mark J. Brand, St. Ambrose University*
Brian K. Jorgensen, Westminster College

Physician Response to DTC-Advertised Drug Requests and Its Effect on the Consumer
Julia E. Blöse, College of Charleston
Rhonda W. Mack, College of Charleston

Making (the) Cases for Base-of-the-Pyramid Consumers
Al Rosenbloom, Dominican University

The Moderating Role of Consumer Expertise on the Relationship Between Materialism and Attitude Towards Advertising: Strategic Implications for Managers
William Brown, Northern Arizona University
Talai Osmonbekov, Northern Arizona University
Brian Gregory, Northern Arizona University

SESSION 5
Friday 3:30-5:15 p.m.

Session 5A: Sustainability Issues in Marketing Education

Co-Chairs: *Deborah Cours, California State University, Northridge*
Ed Petkus, Jr., Ramapo College of New Jersey

The Relationship Between Student Knowledge of Sustainability Concepts and Product Choice
Wendy Wilhelm, Western Washington University

The Pressures to Teach Sustainability to Marketing Students: Moving Towards Us from Both Directions
Claudia M. Bridges, California State University, Sacramento

Green Labeling Practices

Debbora Whitson, California State Polytechnic University, Pomona
Juanita Roxas, California State Polytechnic University, Pomona
Dolores Barsellotti, California State Polytechnic University, Pomona

Justification for an Undergraduate Sustainability Course in the Marketing Curriculum

Nancy T. Frontczak, Metropolitan State College of Denver
Darrin Duber-Smith, Metropolitan State College of Denver
Alexandra Hutto, Metropolitan State College of Denver

Session 5B: Student Learning Styles

Co-Chairs: *Matthew Lancellotti, California State University, Fullerton*
Katrin R. Harich, California State University, Fullerton

Cluster Typologies of Learning Styles Among Marketing Students

Stuart Van Auken, Florida Gulf Coast University
Ludmilla G. Wells, Florida Gulf Coast University
Anne Campbell, North Dakota State University

Comparative Analysis of Study Orientations of On Campus and Offshore Students

Rodney Arambewela, Deakin University

Effect of Active Learning on Learning Motivation and Outcomes among Marketing Students with Different Learning Styles

David S. Ackerman, California State University, Northridge
Jing Hu, California State Polytechnic University, Pomona

Using a Confucius Teaching Philosophy in Marketing Classes: An Active Classroom Learning Example

Annie H. Liu, Loyola Marymount University
Anthony Patino, Loyola Marymount University

Session 5C: Experiential Learning and Client-Based Projects

Co-Chairs: *Thomas C. Boyd, California State University, Fullerton*
Vassilis Dalakas, California State University, San Marcos

Client-Based Projects: Differences in Graduate and Undergraduate Pedagogical Approaches to Applied Student Learning

Carol J. Gaumer, Frostburg State University
Cathy Ashley Cotleur, Frostburg State University
Carole Arnone, Frostburg State University

What's in It for Me? Building the Case for Experiential Education with Business Faculty: Can Mission and Experiential Learning Work Together in a Publications Driven World?

Christina McCale, Regis University

Beth Parish, Regis University

Do Experiential Learning Class Projects Better Prepare Students for Internships?

Clay Daughtrey, Metropolitan State College of Denver

Ruth Chavez, Metropolitan State College of Denver

Christina McCale, Regis University

Assessing Student Satisfaction with Client-Based Projects: Factors That Enhance the Experiential Learning Process

Jeana J. Jaymes, California State University, Bakersfield

Session 5D: Assessing Student Learning

Co-Chairs: *Mary Conran, Temple University*

Kristen L. Walker, California State University, Northridge

A Review of Marketing Department Assessment of Student Learning Programs of AACSB Schools

Beom-Joon Choi, California State University, Sacramento

Pingsheng Tong, California State University, Sacramento

Craig A. Kelley, California State University, Sacramento

Marketing Educator Adoption and Use of Student Response Systems: An Empirical Look

Douglas J. Lincoln, Boise State University

To Quiz or Not to Quiz: Student Attitudes and Beliefs Toward Multiple Quizzes in a Marketing Course

Howard Forman, California State University, Fullerton

Sunil Thomas, California State University, Fullerton

Comparing Actual V. Perceived Pedagogical Effectiveness in the Context of Team Testing

Donald R. Bacon, University of Denver

Session 5E: Special Sessions (~50 minutes each)

Scanning the Environment: Toward a More Critical Learning Process in Principles of Marketing Classes

H. Rika Houston, California State University, Los Angeles

Shirley M. Stretch-Stephenson, California State University, Los Angeles

Tyrone W. Jackson, California State University, Los Angeles

Olga Di Franco, California State University, Los Angeles

Stake Your Claim in the Land Rush of Virtual Worlds: Integrating 'Second Life' into Marketing Education

Michael R. Solomon, Saint Joseph's University

Natalie T. Wood, Saint Joseph's University

Ken Hudson, Loyalist College

Lyle R. Wetsch, Memorial University of Newfoundland

SESSION 6

Saturday 8:30-10:00 a.m.

Session 6A: Marketing Theory and Practice in the Marketing Curriculum

Co-Chairs: *James Reardon, University of Northern Colorado*

John A. Schibrowsky, University of Nevada, Las Vegas

Incorporating Transformative Consumer Research into the Consumer Behavior Course Experience

Ed Petkus, Jr., Ramapo College of New Jersey

Status of Undergraduate Brand Management Education: Closing the Gap Between Marketing Classrooms and Corporate Boardrooms

Ruth Leshar Taylor, Texas State University, San Marcos

Rudy Becerra Tamayo, Universidad Alas Peruanas

Measuring the Innovation Readiness of Corporate Innovation Students

Frederick G. Crane, Northeastern University

Marc H. Meyer, Northeastern University

Session 6B: Global Issues in Marketing Education

Co-Chairs: *Brian I. Connett, California State University, Northridge*

Al Rosenbloom, Dominican University

Administrative Approaches to Support Students' Goal Development for Short-Term Study-Abroad Programs: Program's First and the Most Important Administrative Phase

Hideki Takei, Juniata College

Robert A. Lupton, Central Washington University

David R. Rawlinson, Central Washington University

Developing Student Intercultural Proficiency through Study Abroad Programs

Irvine Clarke III, James Madison University

Newell D. Wright, James Madison University

Theresa Flaherty, James Madison University

Robert M. McMillen, James Madison University

Globalizing Faculty: Suggestions and Experiences

Chip Miller, Drake University

Denny E. McCorkle, University of Northern Colorado

Janice Payan, University of Northern Colorado

Session 6C: Special Session

Integrating Ethics into the Business Curriculum: Panel Discussion

John Fraedrich, Southern Illinois University at Carbondale

O.C. Ferrell, University of New Mexico

Linda Ferrell, University of New Mexico

Samuel P. Robinson, Southern Illinois University at Carbondale

Session 6D: Special Sessions (45 minutes each)

Incorporating Live Video into PowerPoint Presentations: The Good, the Bad, and the Ugly

Robert D. Winsor, Loyola Marymount University

Incorporating the Google Online Marketing Challenge Into Classes

Jamie Murphy, University of Western Australia

Cynthia Benin, Google

Sven Tuzovic, Pacific Lutheran University

Peter Ling, Edith Cowan University

Linda Mullen, Georgia Southern University

Session 6E: Millennials and Ethics

Co-Chairs: *Claudia M. Bridges, California State University, Sacramento*

Charles Comegys, Merrimack College

The Millennials are in College – Teaching Strategies to Reach the Millennials

Nancy Panos Schmitt, Westminster College

Teaching the Echo Boomer Generation: Does One Size Fit All?
Helena Czepiec, California State Polytechnic University, Pomona
Juanita Roxas, California State Polytechnic University, Pomona
Lars Perner, University of Southern California

Improving Ethical Behavior of Marketing Students: Empathy Enrichment Through the Use of Visual Imagery in an Introductory Marketing Course
Gary L. Karns, Seattle Pacific University

SESSION 7
Saturday 10:30 a.m.-12:00 noon

Session 7A: Customer Value and Multicultural Values in Marketing Education

Co-Chairs: *Sonja Martin Poole, University of San Francisco*
Newell D. Wright, James Madison University

Co-Creation of Value: Applying the Paradigm to Higher Education
Elise (Pookie) Sautter, New Mexico State University
Ronald F. Jones, New Mexico State University

Introducing U.S. Hispanic Cultural Values to Multicultural Marketing Students: The Case of the *Quinceañera*
Ellen S. Novar, Wilmington College

Depth of Diversity: Teaching the Universal and Temporal Dimensions of Multicultural Marketing
E. Vincent Carter, California State University, Bakersfield

Session 7B: Special Session

Recruiting – Art or Science?
Glen H. Brodowsky, California State University, San Marcos
Susan Cadwallader, California State University, Fullerton
Neil A. Granitz, California State University, Fullerton
Deborah McCabe, Arizona State University

Session 7C: Special Sessions (45 minutes each)

Comprehensive Marketing Department Undergraduate Learning Assurance Program: A Case Study
K. N. Rajendran, University of Northern Iowa
Steve B. Corbin, University of Northern Iowa
Dennis E. Clayson, University of Northern Iowa

Assessing Alternative Methods of Teaching Evaluations: Student Evaluations, Peer Reviews, Alumni Evaluations, and Teaching Portfolios
Regina Pefanis Schlee, Seattle Pacific University
Dennis E. Clayson, Northern Iowa University
Debra A. Haley, Southeastern Oklahoma State University
Sandra Mottner, Western Washington University

Session 7D: Special Sessions (45 minutes each)

Marketing Education Research Using Datasets from the Google Online Marketing Challenge
Lyle R. Wetsch, Memorial University of Newfoundland
Dean Jacobs, Memorial University of Newfoundland
Cynthia Benin, Google
David Horrigan, Glion Institute of Higher Education

Ruth Rios-Morales, University of Applied Sciences
Jamie Murphy, University of Western Australia

Keyword Advertising as a Teaching, Learning and Research Tool
Jamie Murphy, University of Western Australia
Ruth Doane, Google
Sven Tuzovic, Pacific Lutheran University
David Horrigan, Glion Institute of Higher Education
Ruth Rios-Morales, University of Applied Sciences

Session 7E: Special Session: Meet the Editors (45 minutes each)

Getting Published in the *Journal of Marketing Education*
Douglas J. Lincoln, Boise State University
Charles R. Duke, Clemson University

Publishing in the *Journal of the Academy of Business Education*
Frederick G. Crane, Northeastern University
