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MARKETING EDUCATORS' ASSOCIATION

2011 Annual Conference Proceedings

CROSSING BORDERS IN MARKETING EDUCATION



EDITORS

**Ed Petkus Jr.
Susan Cadwallader**

**San Diego, California
April 21-23, 2011**

**2011
Marketing Educators' Association Conference**

**Crossing Borders in Marketing Education
35th Annual Conference
San Diego, California
April 21-23, 2011**

MEA is the premier international organization devoted to advancing the practice and scholarship of marketing education.

The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

SESSION ROOMS

Day & Time	Room				
Friday	Coronado	Balboa	Harbor A	Harbor B	Sierra *
8:30-10:00	1A	1B	1C	1D	
10:30-12:00	2A	2B	2C	2C	
1:30-3:00	3A	3B	3C	3D	3E
3:00-5:30	4A	4B	4C	4D	4E
Saturday	Coronado	Balboa	Harbor A	Harbor B	Sierra
8:30-10:00	5A	5B	5C	5D	
10:30-12:00	6A	6B	6A	6D	

*SIERRA IS ON 2ND FLOOR

Program Schedule Overview

Thursday April 21

11:00am – 7:00 pm	Registration	Coronado Lounge
1:00 pm – 3:00 pm	Board of Directors Meeting	Imperial Room 2 nd Floor
2:30 pm –5:00 pm	Exhibitors	Harbor foyer
6:00 pm – 7:00 pm	President's Reception	City Terrace 4 th Floor
7:00 pm – 9:00 pm	Awards Banquet	The Pavilion 4 th Floor

Friday April 22

7:00 am – 8:30 am	Breakfast	City Terrace/ Pavilion 4 th Floor
8:00 am - 1:00 pm	Registration	Coronado Lounge
8:30 am – 5:00 pm	Exhibitors Beverage Service	Harbor Foyer 3 rd Floor
8:30 am –10:00 am	Concurrent Sessions 1A-1D	Coronado Balboa Harbor A & B Sierra
10:00am – 10:30am	Break	
10:30am – Noon	Concurrent Sessions 2A-2D	Coronado Balboa Harbor A & B Sierra
Noon – 1:30pm	Annual Business Lunch	City Terrace/ Pavilion 4 th Floor
1:30pm – 3:00pm	Concurrent Sessions 3A-3E	Coronado Balboa Harbor A & B Sierra
3:00pm – 3:30pm	Break	
3:30pm – 5:30pm	Concurrent Sessions 3A-3E	Coronado Balboa Harbor A & B Sierra
6:00	Optional Friday Night Networking Event	Convene at Hotel Entrance to board bus

Saturday April 23

7:00 am – 8:30 am	Breakfast	City Terrace/ Pavilion
7:00 – 8:15	JME Editorial Review Board	Sierra
8:30 am –10:00 am	Concurrent Sessions 5A-5D	Coronado Balboa Harbor A & B Sierra
10:00am – 10:30am	Break	
10:30am – Noon	Concurrent Sessions 6A-6D	Coronado Balboa Harbor A & B Sierra

Welcome to San Diego

The officers and the directors of the Marketing Educators' Association, founded in 1978, welcome you to San Diego, California for the 35th Annual MEA Conference. This year's theme – **Crossing Borders in Marketing Education** – reflects the association's commitment to educational innovation and advancing pedagogy to prepare students who represent the future of the marketing profession in an increasingly globalized economy.

As always, the conference seeks to connect theoretical and practical aspects of the teaching of marketing. The program reveals growing interest among MEA participants in 21st century topics including: online learning and new technology; sustainability; social responsibility and ethics; the challenges and opportunities for global marketing education; student learning and assessment; and faculty development.

The MEA officers and directors sincerely hope you will enjoy this year's conference in downtown San Diego. We encourage you to continue your active involvement in MEA and look forward to seeing you and many new colleagues next year in Long Beach, California.

Susan Cadwallader,
President-elect and Program Co-Chair
Ed Petkus Jr.,
Vice President and Program Co-Chair

Many Thanks to Our Officers and Members

The Marketing Educators' Association (MEA) conference and these proceedings would not be possible without the voluntary efforts of many people. We would like to thank the authors who submitted manuscripts for review and the reviewers who lent their expertise and time by providing thoughtful feedback. Also, we would like to thank the volunteers serving as session chairs this year's conference.

Special acknowledgement goes to our President, Dr. Glen Brodowsky who has done an outstanding job managing the organization and this conference over the past year. Dr. Clay Daughtrey continues to do an outstanding job of managing the behind-the-scenes operations. We all depend on him to keep the organization financially sound and operationally feasible. Our Immediate Past President, Dr. Robert Lupton not only made the task of managing last year's conference look like a piece of cake, he offered his expertise, leadership, and willingness to join in the fray to help us get the job done this year. Dr. David Ackerman shows us that some of us who teach as a master of marketing communications and salesmanship. Dr. Lars Perner, our Webmaster, manages the MEA website to insure we continue to have a professional online presence. We would like to thank all members of the MEA board for their service and support.

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FRIDAY 8:30-10:00

Special Session 1A
Non-Profit, For-Profit, and Making a Profit

Non-Profit Marketing Education in the United States: A Discussion of Background, Curricular Patterns, and Fresh Thinking

Theresa Conley, University of Denver

Resources for Partnering with the Industry: Insight on the AEF Visitor Professor Program

Vassilis Dalakas,
California State University San Marcos

How to Write Your Own Marketing E-Book

David Horowitz
Sonoma State University

Competitive Session 1B:
Better Service, Better Sales

Chair: Chuck Comegys,
Merrimack College

Gender Bias in Consumer Perceptions of Salespeople

Gregory S. Black, Clayton L. Daughtrey,
Darrin C. Duber-Smith,
Metropolitan State College of Denver

Improving Student Learning in Service Marketing: Better Business Bureau Customer Service Award

Jeffery Ferguson, Tracy L. Gonzalez-Padron, Carrie Anne Oylo
University of Colorado at Colorado Springs

International Marketing Pedagogy In the Age of Service Dominant Logic: Undermined by Research and Extant Literature?

Merlin C. Simpson,
Pacific Lutheran University
Aidan Daly
National University of Ireland, Galway

Competitive Session 1C:
Marketing Education Worldwide

Chair: Irene Lange,
California State University Fullerton

Nurturing Students with Business Incubators: Experience in Russian Universities

Angelica Bahl
Metropolitan State College of Denver
Eugenia Kuzmina
Russian State University of Trade and Economics

Portuguese Public University Student Expectations: A Stakeholder Theory Based Approach

Emerson Wagner Mainardes, Mario Raposo Helena Alves, University of Beira Interior

The Culture Of Research In Universities And Colleges In Mega Manila

Victoria Rosas, Colege de San Juan de Letran
Leonardo Garcia Jr..Adolfo Aran
Association of Marketing Educators-Philippines

Competitive Session 1D:
Managing the Classroom

Chair: Stephen Koernig
DePaul University

Risky Business? What Marketing Educators Should Know About Writing Reference Letters for Students

Nina Compton
New Mexico State University
Pia Albinsson
Appalachian State University

Initial Student Delight and the Final Evaluation of Teaching

Dennis E. Clayson
University of Northern Iowa

Unintended Consequences of Group Graded Assignments

Wayne A. Neu, Boris Tkach
California State University San Marcos

FRIDAY 10:30-12:00

Special Session 2A
Group Projects and Technology
Software Solutions for Marketing Pedagogy

Using Open-Source and/or Low-Cost Software for Student Projects: Comparing Alternative Survey Packages

Susan Harmon, Sven Tuzovic
Pacific Lutheran University

Applied Marketing Projects Utilizing Databases

Shirley Stretch-Stephenson, Rika Houston, Tyrone Jackson, Michael Germano
California State University, Los Angeles

Special Session 2B
Online Marketing Education Issues

**Failure to Verify Identification of Online Students:
Advantages, Costs, and Consequences**

Steven Corbin, Dennis E. Clayson
University of Northern Iowa
Debra A. Haley
Southeastern Oklahoma State University

**Teaching Face to Face Vs. Online: An Empirical
Comparison**

Gopala G.G. Ganesh, Audhesh Paswan
University of North Texas
Qin Sun, Trident University International
Somjit Barat, Penn State University at Mont Alto

**Sell Benefits, Increase Brand Awareness, and
Sleep Better – Offer an Online Degree**

Lori Braunstein, Robert Lupton, Dave Rawlinson,
Natalie Lupton, Laurie Stehle
Central Washington University

Competitive Session 2C
Marketing Education in Cyberspace

Chair: Chiranjeev Kohli
California State University Fullerton

**Online Pretesting Engages Students Earlier and
Improves Exam Performance in a Principles of
Marketing Course**

Scott G. Sherwood, Gregory S. Black
Metropolitan State College of Denver

**A Hybrid Education Model: Experimental Results
Using Introductory Level Marketing Courses**

Hideki Takei, Robert Trumpy, Fen Wang, Chet Claar
Central Washington University

**Scholarly Networking: Discussion Board Activity
And Outcomes In An Introduction To Marketing
Course**

Kristen Walker, Mary T. Curren, Tina Kiesler
Jamie Goldenson,
California State University, Northridge

Competitive Session 2D
What Works in Marketing Education

Chair: Catherine Atwong
California State University Fullerton

**Transitions in Classroom Technology: Needs
Fulfilled By And Reasons For Procrastination In
The Implementation Of Classroom Management
Technology**

Christina Chung
Ramapo College of New Jersey
David Ackerman
California State University Northridge

**A Study Of Adoption Of Electronic Textbooks In
Marketing Classes**

Cristian Morosan, Beena George
University of St. Thomas
Gary L. Karns
Seattle Pacific University

**What Marketing Professors Should Know About E-
Publishing: Where Are We Today A Legal Update**

Frank R. Veltri, Clay Daughtrey
Metropolitan State College of Denver
John Miller
Texas Tech University

Friday 12:00-1:30
Business Luncheon
Best Competitive Paper

**Gender Differences in Personal Selling Ethics
Evaluations: Do they Exist and what Does their
Existence Mean for Teaching Sales Ethics?**

Casey Donoho, Timothy Heinze
California State University, Chico
Chris Kondo
California State University, Fullerton

FRIDAY 1:30-3:00

Special Session 3A
New Traditions for a New Century

**A Look at the Pedagogical Difference Between the
Project-Based MBA and the Traditional MBA**

Joel Watson, Brian Jorgenson, Nancy Panos-Schmitt
Westminster College

**The Millennial Generation: Thinking Differently,
and Believing Differently**

Mary Donohue, Scott Comber
Dalhousie University

Special Session 3B
Marketing Education the World Over

Teaching Marketing in Asia and Europe

John Schibrowsky, James Cross, Alexander Nill
University of Nevada, Las Vegas
Ludmilla Wells
Florida Gulf Coast University
Steven Hartley
University of Denver

Traveling Across Borders in Marketing Education

David Ackerman, Oscar DeShields
Barbara Gross
California State University Northridge
Glen H. Brodowsky
California State University San Marcos

Special Session 3C
New Teaching Tools!

Prezi: Using a Non-Linear Presentation Tool in an Academic Setting

Chad Haertling, Bennett Cherry
California State University, San Marcos

Best Practice Marketing Simulation for New Users

Randall Chapman & Associates

Competitive Session 3D
Learning in Style

Chair: Christina Chung

Ramapo College of New Jersey

Social Axioms and Learning Styles: Implications for Marketing Education

Desislava Budeva, Ed Petkus, Jr.
Ramapo College of New Jersey

Learning And Lifelong Learning In Business

Schools: A Point Of View

Suzanne Conner, Gerald M. Hampton
New Mexico State University

Student Characteristics As Predictors Of Intensive Vs. Traditional Course Formats

Angelica Bahl, Gregory Black
Metropolitan State College of Denver

Competitive Session 3E
And What Can They Do Once the Graduate?

Chair: Pola Gupta

Wright State University

An Assessment on the Employability of Marketing Graduates of Centro Escolar University: Reference for Curriculum Development

Nilo V. Francisco
Centro Escolar University

The Application of a Gap Analysis to Graduating Marketing Seniors: Implications and Extending the Model to Marketing Program Attitude

Stuart Van Auken, Ludmilla Gricenko Wells
Florida Gulf Coast University
Eileen Anne Campbell
North Dakota State University

An Investigation Of Variables Influencing Ph.D. Student Placement In Faculty Positions

Xin Wang, Frank R. Kardes
University of Cincinnati

FRIDAY 3:30-5:30

Special Session 4A
Read, Think, and Pay Attention!

Guiding Students to Better Writing

Brian Jorgensen, Nancy Panos Schmitt, Joel Watson
Westminster College

WATA! Encouraging Regularized Habitual Reflection

Bennett Cherry
California State University San Marcos

Reclaiming the Classroom: Fighting Back Against Weapons of Mass Distraction

George Belch, Heather Honea, Kathleen Krentler,
San Diego State University
Nancy Frontczak
Metropolitan State College of Denver

Competitive Session 4B
Developing the Whole Student

Chair: Mary Martin

Fort Hays State University

The Economy Of Cheating Behavior Among Business Students

Gregory S. Black, Nancy T. Frontczak
Metropolitan State College of Denver

In Search of Vocation: Applying Marketing Principles in Professional Development

Elena (Kiryanova) Bernard, Harli Lozier,
University of Portland
Talaibek Osmonbekov
Northern Arizona University

Study Abroad Programs: How Well Are We Doing in Meeting the Needs of Business Students?

Linda Rochford
University of Minnesota-Duluth

Beyond the Classroom: Service Learning in Business School Marketing Clubs

Frank Veltri, Clay Daughtrey
Metropolitan State College of Denver
John Miller
Texas Tech University

Competitive Session 4C:
Strategic Marketing of Marketing Students

Chair: Charles Duke
Clemson University

The Marketing MBA Professional Preferred Mental Model And The Strategic Thinking Competence: An Introductory Study

Flávio Bressan, Pontifícia Universidade Católica de Campinas – PUC-Campinas
Geraldo Luciano Toledo, Universidade De São Paulo

Millennials And Whole Person Marketing: How The Shift From A Protected And Confident Generation To Cynical Philosophers Is Changing How Brands Are Perceived

Mary E. Donohue, Scott Comber
Dalhousie University
E. Vincent Carter
California State University, Bakersfield
Molly R. Jensen
University of Arkansas

Market Orientation and Marketing Strategy Making: A Holistic View

Donald R. Price, Metropolitan State College of Denver

Competitive Session 4D
My Students, My Customers?

Chair: Kathryn Woodbury Zeno
Ramapo College of New Jersey

Students as Customers and/or Products: Differing Perspectives

Camille Schuster, Beverlee B. Anderson
California State University San Marcos

Creating a Community of Inquiry Using Blended Learning

Pookie Sautter, Grant Aguirre, Miguel Angel Zúñiga
New Mexico State University

A Meta-Analysis Demystifying Marketing- & Virtual Community-Centric Qualitative Research: White Papers on Social Representation Theory; Grounded Theory; and Consumer Culture Theory

Ruth Leshner Taylor
Texas State University

Saturday 8:30 -10:30

Special Session 5A
Healthy Classroom Environments

Responding to Disruptive Student Behavior in the Classroom

David Ackerman, Barbara Gross,
Frank Vigneron
California State University Northridge

Kirti Celly
California State University Dominguez Hills

Do Marketing Faculty Have a Leading Role to Play in Developing Meaningful Service-Marketing Based Measures of Student Evaluation of Teaching?

Glen H. Brodowsky, Cal State University San Marcos
Nathalie Spielman, Reims Management School
Thorsten Gruber, Manchester Business School
Anthony Lowrie, Minnesota State University
Alexander Reppel, Royal Holloway University
Roediger Voss, University of Applied Sciences, Zurich

Competitive Session 5B
Don't Forget About the MBA Students

Chair: E. Vincent Carter
California State University, Bakersfield

Building Divergent Thinking Skills Among Graduate Students

Andy Aylesworth, Rick Cleary
Bentley College

Designing the Marketing Component of a Problem-based Integrated MA Program in Social & Sustainable Business

Gary L. Karns
Seattle Pacific University

Incorporating a Service Learning Project into an International MBA Trip

Nancy Panos Schmitt
Westminster College

Competitive Session 5C
Curricular Mixed Grill

Chair: Jo Bates
Bellevue University

The Disappearing Undergraduate B2B Marketing Course

Ellen S. Novar, Kelsey Stief
Wilmington College

Selling "The Soloist": How a "One University/One Book" Project was Integrated into Marketing

Janis Dietz, Sue Caple, Lisa Saye
The University of La Verne

Rigorously Employing the Observational Method in a Marketing Research Course

Alexandra Hutto
Metropolitan State College of Denver

Competitive Session 5D
Social Media and Creativity

Chair: Ed Petkus Jr.
Ramapo College of New Jersey

Tapping Marketing Students' Uses and Gratifications of Social Media in Teaching Self-Marketing

Jun Myers, Juanita Roxas, Helena Czepiec
Debbora Whitson
California State Polytechnic University, Pomona

Social Media: Obtaining "Real World" Marketing Experience in the Classroom?

Stephen Quinn, Joel Herche
University of the Pacific

Teaching Creativity To Marketing Students: How Well Are We Doing?

Regina Pefanis Schlee
Seattle Pacific University
Katrin R. Harich
California State University, Fullerton

Saturday 10:30-12:00

Special Session 6A
Social Media Matters

Effects of Social Marketing on Selected Voters in Dasmariñas City, Province of Cavite, Philippines

Alfe M. Solina, Francis Z. Molina
Cavite State University, Imus Campus

Social Media in Schools of Business Responding to Disruptive Student Behavior in the Classroom

Regina P. Schlee, Peter V. Raven
Seattle Pacific University
Katrin R. Harich
California State University, Fullerton

Competitive Session 6B
Assessment

Chair: Desislava Budeva
Ramapo College of New Jersey

Student Group Project Assessment: An Approach in Developing Better Assessment Tools

Christina Chung, Kathryn Woodbury Zeno
Gladys Torres-Baumgarten
Ramapo College of New Jersey

Toward a Computer-Scored Assessment of Marketing Expertise

Donald R. Bacon, Tia Quinlan-Wilder
University of Denver

Journal Writing as Assessment in Marketing Education

Nicole Vowles, Alexandra Hutto
Metropolitan State College of Denver
Peter M. Miller
University of Colorado Denver

Competitive Session 6C
Curricular Potpourri

Chair: Susan Cadwallader
California State University, Fullerton

Teaching Chinese Undergraduates In Central China International Marketing Using A Blog To Enable Cultural Research With American Students

Tyler Laird-Magee
Linfield College

Learning Why We Buy: An Experiential Project for the Consumer Behavior Course

Felicia N. Morgan
University of West Florida
Deborah Brown McCabe
Menlo College

Investigating Student Perceptions Of Client-Sponsored Projects In Marketing Management: The Dilemma Of (Not) Providing Students With Templates

Sven Tuzovic, Merl Simpson
Pacific Lutheran University
Jörg Finsterwalder
University of Canterbury

Competitive Session 6D
Spirituality, Diversity, and Motivation

Chair: Gary Karns
Seattle Pacific University

Virtual Ethnicity: Designing An Avatar Drama To Raise Consumer Diversity Aptitude?

E. Vincent Carter
California State University, Bakersfield

Does Motivation Matter? On The Relationship Between Perceived Quality Of Teaching And Students' Motivational Orientations

Darren Dahl, University of British Columbia
Kamal Smimou
University of Ontario Institute of Technology

Does Spirituality Or Religiosity Impact Marketing Student Performance?

Gregory S. Black, Ruth Chavez
Metropolitan State College of Denver