

processes in Industry 4.0 complicate the challenges associated with the supply and demand of skills. Acquisition of soft skills may be affected by cultural specifics, thus we aim to explore the opportunities in cross-cultural education within contemporary, internationalized higher education. We aim to explore various methods that are evolving and currently being tried in Europe and the United States, and to understand their advantages and limitations. We briefly examine virtual learning environments (VLEs), virtual reality and immersive VLEs, and COIL; we then provide an example of each. As preparation for the research phase, we intend to identify concepts applicable for marketing education to be followed-up in discussion with industry representatives.

**Purpose of the Study:** The goal of our exploration is to investigate the current trends and opportunities facing higher education in relation to the adoption of new digital technologies, in particular, within the context of cross-cultural, international education.

**Method/Design and Sample:** Our initial examination will be exploratory in nature and will involve a survey of current practices and review of secondary resources.

**Results:** Yet to be determined as the preliminary review is in its initial stages.

**Value to Marketing Education:** A review of best practices across education within the international context may provide an insight into the possibilities for application within the marketing context.

**Keywords:** Industry 4.0, digital technologies, virtual learning environments, immersive VLE, virtual mobility, COIL

References and further details please contact the author with “\*.”

### **Title: Enhancing Student Satisfaction with the Utilization of an Innovative Professional Enrichment Program**

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This study examines the impact of new knowledge creation capability of students on their satisfaction with a professional enrichment program and their career-related help-seeking behavior with the professionals engaged in this program. We are proposing and model and a method to examine the model. We will also offer implications for both theory and practice.

References and further details please contact the author with “\*.”

### **Title: From an Educational Mission to Practical Work: Implementing A Tutorial Program to Meet New Demands on Marketing Education**

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This paper reports on a new pedagogical approach in a three-year bachelor program in retail management to meet the business school’s new educational mission. Faculty decided to create a tutorial program to help students move towards the objectives set in the educational mission. The paper describes and discusses how the educational mission has been transformed into practical