

INTERACTIVE MARKETING COVERAGE IN THE CURRICULUM: AN EXAMINATION OF AACSB SCHOOLS

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ABSTRACT

The field of marketing is in transition. The emergence of new technologies such as the new direct marketing tools such as text messaging, WEB, consumer database marketing software, CRM technologies, and the integration of various interactive communication tools is creating a new interactive integrated marketing landscape. The use of these tools by most businesses has spurred interest in many institutions of higher education to expand their educational offerings to include course in traditional direct marketing, Internet marketing, database marketing, CRM, IMC, and other technology related courses. Despite this trend, relatively little is known about what mix of courses are being offered and whether this mix differs across school types, sizes, and missions. In addition, many marketing educators argue that these new marketing tools are adequately discussed in the traditional classes.

To remedy this information gap, and to serve as a benchmark for future comparisons, Schibrowsky and Peltier will present their findings from a study that examines the direct and interactive undergraduate course offerings for all AACSB schools in the U.S. This review will include the following measures:

1. *Number and Types of Courses:* (a) Traditional Direct Marketing, (b) Database Marketing, (c) Internet Marketing, (d) CRM/Relationship Marketing, and (e) IMC.
2. *Type of AACSB Institution Classification:* (a) Doctoral Level, (b) Primarily Graduate with Undergraduate program, (c) Primarily Undergraduate with Graduate Program, and (d) Undergraduate Program Only.

3. *Other Potential Institutional Demographics:* Rural versus urban, size, U.S. location (i.e., east, west, Midwest, etc.).

In addition the panel will present results from a secondary review of the major textbooks in each primary area of marketing to determine the degree to which these topics are integrated into the traditional marketing courses such as principles of marketing, consumer behavior, marketing communications, marketing research, sales management, channels of distribution, supply chain management, and international marketing. This review will include the following measures:

1. *Number of chapters and pages:* (a) Traditional Direct Marketing, (b) Database Marketing, (c) Internet Marketing, (d) CRM/Relationship Marketing, and (e) IMC.
2. *Specific topics and level of integration:* (a) Traditional Direct Marketing, (b) Database Marketing, (c) Internet Marketing, (d) CRM/Relationship Marketing, and (e) IMC.
3. *Location of the chapters and pages:* Introduction versus strategy sections versus end of the book chapters.

Finally the panel will provide a discussion of strategies that departments of marketing might follow to adequately prepare their students for future careers in marketing