

## TEACHING ABROAD: OPPORTUNITIES AND ISSUES

Harold Kassarian, College of Business and Economics, California State University, Northridge, Northridge CA 91330-8377; (818) 677-4637, [hal.kassarjian@csun.edu](mailto:hal.kassarjian@csun.edu).

Tina Kiesler, College of Business and Economics, California State University, Northridge, Northridge CA 91330-8377; (818) 677-4608, [tina.kiesler@csun.edu](mailto:tina.kiesler@csun.edu).

Gary McKinnon, Marriott School of Management, Brigham Young University, UT 84602; (912) 293-3392, [gary\\_mckinnon@byu.edu](mailto:gary_mckinnon@byu.edu).

Victoria Seitz, College of Business and Economics, California State University, San Bernardino, CA 92407-23970; (909) 880-5753, [vsietz@csun.edu](mailto:vsietz@csun.edu).

### ABSTRACT

During the past two decades the integration of the world's economy has increased rapidly. A number of business schools have added a global dimension in their mission statements. Faculty members have been encouraged to expand their global vision, to engage in global research, and to include global issues in each course. The purpose of this session is to explore how teaching abroad can benefit marketing educators in their quest to become more international.

### DISCUSSION

Each participant took about 5-7 minutes to discuss their experiences in teaching abroad before opening up the session to a general discussion between panel members and those in attendance. Information was provided to assist faculty members identify opportunities available for teaching abroad.

Hal Kassarian shared his experience in teaching abroad on numerous occasions. He discussed the challenge of teaching in an educational culture which is different than the culture experienced in the U.S. He discussed the issue of student cheating, where it is common for students to assist each other during the examination process. He also discussed the process of obtaining international teaching assignments.

Victoria Sietz shared her experience of teaching as a Fulbright Scholar in Romania. She discussed the Fulbright application process along with the advantages and disadvantage of participating in the Fulbright Program. She also discussed the challenge of teaching in an educational culture that is dissimilar to the culture in the U.S. She also discussed how her international experience influenced her teaching and course content since her return home.

Gary McKinnon spent 6 months, in Moldova, teaching on a Fulbright assignment. He discussed teaching in cultures similar to those outlined by Kassarian and Sietz. He also spent 4 months in 2003, teaching on a Fulbright in Lisbon, Portugal. He discussed the similarities and differences between the two Fulbright assignments. He also discussed the advantages of being a Fulbright Scholar and outlined the application process.

Tina Keisler discussed her experiences in teaching abroad on various assignments. She described how she used her global experience to improve her teaching at CSU-Northridge.