

PREFACE

This volume contains the proceedings of the 28th Annual Conference of the Marketing Educators' Association (MEA) held in Las Vegas, Nevada, April 15-17, 2004.

The conference theme, **Minds Wide Open: Continuous Improvement in Marketing Education**, reflects our purpose and goal in meeting to exchange knowledge. This program includes competitive papers, special sessions, and contemporary roundtable discussions. Each competitive paper was double-blind revised. Authors of competitive papers were given the option of publishing the entire paper or an abstract. Special sessions were evaluated by an editorial board. Chairs of special sessions were invited to include up to a two-page abstract. Contemporary topics roundtables were selected to provide engaging discussion among the membership. Coordinators of roundtable discussions were asked to submit a one-page abstract of the discussion topic.

The papers and abstracts are presented here in the same chronological order as their respective sessions in the conference program. The titles of sessions on the program included:

- Measuring Teaching Effectiveness
- From Online Shopping to Online Gambling
- Business Ethics Issues
- Are We Preparing Students for the New Age:
- The Disconnect Between Employers Needs, Undergraduate Programs and Advanced Degree Preparation
- Issues in Managing Client-Based Projects
- Understanding Students'
- Lessons Learned in the Use of Business Simulations
- Issues of Teaching Abroad
- The Experience Economy and Experiential Marketing
- Student Perceptions of Program Quality
- Consumer Sentiments
- Meet the Editors
- Special Problems of the MBA Thesis
- What Do Students Know and How Can We Motivate Them to Learn More?
- Improvements and Updates for Marketing Course Content
- Developing Students Skills of Critical Thinking
- Communication and Creativity: Project Based Pedagogical Examples
- Instructors and Students in the Evaluation Process:
- Are Experts Better than Novices?
- Career Development Opportunities in the Curriculum
- Distance Education: The Big Picture
- Creating Better Group Experiences for Students
- New Approaches to Marketing Education
- Student Characteristics
- Methodology, Measurement, and Analysis
- Technological and Pedagogy Impacts on the Future of Basic Marketing Courses and Textbooks
- Assessing Learning Outcomes (aka Can you say AACSB?)
- Evaluating Teaching: What, How, and the Impact of Evaluation
- Using Online Elements in a Course's Design