

PREFACE

This volume contains the proceedings of the 35th Annual Conference of the Marketing Educators' Association (MEA) held in San Diego, CA, USA, April 21-23, 2011.

The conference theme, ***Crossing Borders in Marketing Education***, reflects the association's commitment to advancing innovative and effective pedagogy and practices to prepare marketing students to lead the profession to new heights in the future. The conference remains committed to connecting theoretical and practical aspects of the teaching of marketing.

These conference proceedings include competitive papers/abstracts and special session abstracts. Each competitive paper was double-blind reviewed and authors provided a 4-page paper or an abstract for publication. An editorial committee evaluated special sessions and authors provided an abstract for publication. Competitive paper authors and special session authors and session chairs represent a geographically diverse group from twenty-five U.S. states and the nations of Canada, France, Ireland, New Zealand, the Philippines, Portugal, Russia, Spain, and the United Kingdom.

The competitive papers/abstracts and special session abstracts appear in the same order as listed in the conference program and cover a broad range of issues related to marketing education including:

- Curriculum Development
- Technology in the Classroom
- Classroom Management
- Faculty Development
- Teaching Specialized Courses
- International Marketing Education
- Developing Student Projects
- Online Teaching
- Innovative Perspectives in Learning
- Graduate/MBA Marketing Education
- Social Media
- Teaching Tools

Anyone with a passion for teaching marketing is sure to find many interesting and useful ideas in the abstracts contained within the pages of these proceedings.