

## PREFACE

This volume contains the proceedings of the 33<sup>rd</sup> Annual Conference of the Marketing Educators' Association (MEA) held in Newport Beach, California, USA, April 23-25, 2009.

This year's conference theme, ***New Horizons in Marketing Education***, reflects the association's commitment to educational innovation and to advancing pedagogy to prepare students who represent the future of the marketing profession. As always, the conference seeks to connect theoretical and practical aspects of the teaching of marketing. The program reveals growing interest among MEA participants in such 21<sup>st</sup> century topics as online learning and virtual worlds; sustainability, social responsibility, and ethics; global and multicultural issues; creativity; assessment and accountability; and faculty development.

These conference proceedings include competitive papers, special session abstracts, and contemporary issues/table topics abstracts. Each competitive paper was double-blind reviewed. Authors of competitive papers were given the option of publishing their entire paper or a one-page abstract. An editorial committee evaluated special sessions and contemporary issues proposals. Chairs of special sessions and contemporary issues/table topics were asked to provide an abstract of up to two pages.

Authors and panelists represent a geographically diverse group from 27 U.S. states and the nations of Australia, Canada, Finland, Georgia, the Philippines, Peru, Russia, Switzerland, and the United Kingdom.

The papers and abstracts are presented in the Proceedings in the same order as they were presented in the conference program. A total of 62 competitive papers were presented in sessions of three or four research papers each, on topics covering:

- Service in Marketing Education
- Cases and Classroom Performance
- Experiential Learning through Class Exercises
- Faculty Development and Assessment
- Consumer Behavior I, II
- Creativity
- Student Interests and Motivations
- Student Team Dynamics
- Building a Marketing Faculty
- Mentoring and Student Skill Development
- Sustainability Issues in Marketing Education
- Student Learning Styles
- Experiential Learning and Client-Based Projects
- Assessing Student Learning
- Marketing Theory and Practice in the Marketing Curriculum
- Global Issues in Marketing Education
- Millennials and Ethics
- Customer Value and Multicultural Values in Marketing Education

Special sessions and contemporary issues/ table topics cover a broad range of issues. The following are special session and contemporary issues/table topics titles presented at the conference.

- Special Sessions (25):
  - When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It
  - Student Holistic Development: Beyond Curriculum
  - The Corporate Social Responsibility of Level Three Accredited Business Schools in Davao Region: A Model for Community Extension Services Program
  - The Academically or Professionally Qualified Issue: Theoretical and Practical Approaches to 'Rehabilitate' Faculty Who are Neither AQ nor PQ
  - Do You Really Think Your Online Course Serves the Students Like Your Traditional Course? Assessment of Marketing and Management Web-Based Courses
  - So You Want to Teach Marketing Online: The Challenges and Issues
  - How to Put Together a Marketing Class for Online Delivery
  - Critically Rethinking the Core MBA Marketing Course: What is It and What Could (and Should) It Be?
  - Sports Marketing: Trends, Classroom Techniques and Industry Experiences

- Team-Based Experiential Learning: Insights and Lessons Learned from 100 Corporate Projects at Pepperdine University
  - Perspectives on a Successful Marketing Career: Learning from the Experts
  - Best-Practice Teaching with Marketing Simulations
  - Teaching International Marketing: Tips and Traps
  - Scanning the Environment: Toward a More Critical Learning Process in Principles of Marketing Classes
  - Stake Your Claim in the Land Rush of Virtual Worlds: Integrating 'Second Life' into Marketing Education
  - Integrating Ethics into the Business Curriculum: Panel Discussion
  - Incorporating Live Video into PowerPoint Presentations: The Good, the Bad, and the Ugly
  - Incorporating the Google Online Marketing Challenge Into Classes
  - Recruiting – Art or Science?
  - Comprehensive Marketing Department Undergraduate Learning Assurance Program: A Case Study
  - Assessing Alternative Methods of Teaching Evaluations: Student Evaluations, Peer Reviews, Alumni Evaluations, and Teaching Portfolios
  - Marketing Education Research Using Datasets from the Google Online Marketing Challenge
  - Keyword Advertising as a Teaching, Learning and Research Tool
  - Getting Published in the *Journal of Marketing Education*
  - Publishing in the *Journal of the Academy of Business Education*
- Contemporary Issues/ Table Topics (10):
    - Marketing Education: Assurance of Learning and Accountability Challenges and Alternatives
    - Fostering Creative Thinking in the Marketing Classroom: Sharing and Assessing Pedagogical Approaches
    - The Challenges in the Development and Administration of a Television/Online Principles of Marketing Course
    - Peer Evaluation as a Basis for Class Participation Grades: The PEP Approach
    - Does International Business Education Still Matter?
    - Creative Marketing – Beyond the Boundaries of the Business Faculty
    - Integrating and Measuring Ethics Instruction in Business Curricula
    - Role of Case Studies in Marketing Education: Do Case Studies Generate Student Attention and Involvement?
    - Social Responsibility and Marketing
    - The TRIMP Marketing Communications Model: Inclusion of Internet and Mobile Channels as Above-the-Line Media of Advertising in the ASEAN Market