

PREFACE

This volume contains the proceedings of the 31st Annual Conference of the Marketing Educators' Association (MEA) held in San Antonio, Texas, April 26-28, 2007.

The conference theme, ***Building Knowledge and Skills in the 21st Century: Fulfilling the Mission of Marketing Education***, reflects the association's desire to present a conference in which theoretical and practical aspects of the teaching of marketing are brought together. These conference proceedings include competitive papers/abstracts and special session abstracts. Additionally, abstracts describing invited *Journal of Marketing Education* author presentations are included. Each competitive paper was double-blind reviewed. Authors of competitive papers were given the option of publishing the entire paper or an abstract. An editorial board evaluated special sessions. Chairs of special sessions and invited sessions were asked to include an abstract of up to two pages.

The papers and abstracts are presented here in the same order as they were presented in the conference program. Session titles on the program included:

- Program Design to Attract and Retain Students
- Ensuring Standards in Marketing Education
- Ethics and Social Responsibility
- Student Risk Perceptions and the Successful Delivery of Marketing Education as a Service with Credence Qualities
- Student Perception and Choice
- Comparative Teaching Methods
- What I Wish I Had Known About the Accreditation Process
- Applying CRM in Colleges and Universities
- Perspectives on Experiential Learning
- Improving Student Learning
- Teaching the MBA Marketing Research Class Online
- Integrating Periodical Databases into the Marketing Curriculum
- Interactivity in Marketing Foundation Classes
- Experiential Learning Experience
- Learning and Learning Styles
- Student and Faculty Perceptions of Technology in Marketing and Education
- Interactive Marketing Coverage in the Curriculum: An Examination of AACSB Schools
- Strategies for Reducing Textbook Costs to Students
- Closing Educational Gaps
- International Marketing Education
- Attracting Students and Faculty
- Motivating and Assessing Learning
- Preparing Students to Meet Employer Needs
- Consumer Perceptions
- Beyond Exams: Accountability that Makes a Difference