

The Role of Marketing Educators in Helping North American Students Become Successful European Marketers

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INTRODUCTION

In spite of continuing problems with monetary union, and agricultural policy issues, the Single European Market became a reality on January 1, 1993. This new economic reality is already having a significant impact on the way educators teach international marketing concepts. We must begin discussion of how these changes will affect the way we teach our marketing courses beyond the marketing principles course. Europe without borders will enable sales and marketing people to expand the approaches used to reach customers. In this paper we examine the expected changes in the marketing concepts involved. Based on this analysis, we explore ways in which we may have to change the way we teach marketing.

THE ISSUE

The unification process has created a very large marketplace with significant economies of scale and has expanded the size and wealth of the EC market. These changes present two important questions: (1) What does this market mean to American and European companies and marketers? (2) And, how will these changes influence the way we teach marketing? This issue is one that needs a broad discussion by the decision makers in our profession.

ROLE OF MARKETING EDUCATION

A sizeable majority of U.S. colleges and universities treat the European Unification issue as something that needs to be mentioned in the Principles of Marketing class and further discussed in the International Marketing class. In the experience of the authors of this paper, these two extremes represent only the beginning when it comes to providing a number of options to students and faculty to fully incorporate the European Unification process and its implications into the marketing education process. These options include: curriculum content and evaluation route, study abroad, internship and cooperative education, collaborative research and business outreach programs, and, faculty and student exchanges.

CONCLUSION

The market environment that has resulted from the unification of the European market is larger than the sum of the twelve traditional national markets. These developments require a need for a systems building marketing education approach by all of us that would help our students break down their ethnocentrism, and become successful European marketers.