

**TEACHING BASIC MARKETING: YESTERDAY, TODAY, AND TOMORROW
OR
MARKETING EDUCATORS NEED TO LEAD, FOLLOW, OR GET OUT OF THE WAY**

Session Chairs

John A. Schibrowsky, University of Nevada, Las Vegas; Las Vegas, NV, 89154-6010; (702) 895-3364

Thomas E. Boyt, University of Nevada, Las Vegas, Las Vegas, NV, 89154-6010; (702) 895-3364

Presenters

James Cross, University of Nevada, Las Vegas, Las Vegas, NV, 89154-6010; (702) 895-3364

William Cohen, California State University, Los Angeles, Los Angeles, CA

William Rudelius, University of Minnesota, Minneapolis, MN

Other Textbook authors

Abstract

Certainly, the practice of marketing has changed dramatically over the last 25 years. Electronic commerce, the WEB, FAX machines, contact management software, home use of computers, sophisticated pricing models, the terms "services marketing" and "relationship marketing," the growth of direct marketing and direct channels, and the development of sophisticated marketing intelligence systems are just a few of the tools and terms that have evolved over the past two decades. With the speed of change and information constantly increasing, one can only guess that the field will change even more over the next twenty years.

With all the new communication technology available, most of the current focus in marketing education seems to be on new ways to teach marketing rather than on what topics are being taught. While research and information on different ways of delivering the educational message is important, we believe the issue of what is being taught is even more critical. A course, delivered via the internet, that covers out of date topics is still an out of date course regardless of the medium.

This special session reviews how far basic marketing education has advanced over the past 25 years, and to peek around the corner at the next decade or two. However, unlike most presentations on the subject, this session will begin by comparing basic marketing textbooks of the late 70's with those of today. This approach focuses the discussion on factual differences rather than anecdotal evidence and opinions.

The presentation is divided into two parts. First, Jack Schibrowsky and Thomas Boyt will present their research findings pertaining to topic and pedagogy coverage of principle books published in the seventies compared to those being published today. This data provides an

important benchmark concerning what has been presented in basic marketing textbooks over the past 25 years as compared to what is considered as current pedagogy.

The second part of the presentation will center on a discussion by some current and future textbook authors about the past, present, and future of basic marketing education. The discussion promises to be both insightful and entertaining, especially to those individuals interested in getting into the publishing game.

As we approach the new millennium, it is time to reflect on the past two decades to see if marketing education has lead new marketing thought, simply kept up with marketing practice, or lagged behind the practice of marketing. At last year's conference some leading educators presented their views of where marketing had been and where it was headed. More recently, ELMAR has been the site of an exchange of views pertaining to the future of marketing education. In both instances, the discussion was entertaining and informative; however, in our opinion the discussion has been missing one essential ingredient, a factual benchmark. This special session is designed to fill this void.