

Title: Leading Edge: Technological innovations in marketing education

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It has been argued (Harrigan & Hulbert, 2011) that technologies of the 21st century have been disruptive to the marketing, and indeed the business, landscape. Sarker, Davis, and Tiropanis (2010) assert the changing nature of higher education and question its position in being (remaining) relevant to society. As the environment of business changes, the need for education in marketing also needs to change, to better accommodate technological innovations in both the delivery and implementation of marketing knowledge in theory and practice. In fact, Mishra, Mishra, and Wilder (2017) raise issues of concern and disappointment amongst employers in the digital preparedness of students leaving higher education and entering the workforce. This does not appear to be a geographically bounded problem, it exists globally. It presents the issue of how might providers of higher education in marketing capitalise on technological innovations to best advance the practice and knowledge of marketing? An understanding of how other HEI's are responding to societal change can provide insights into how universities can best prepare undergraduate business students to be competitive in marketing on a global scale, and contribute to individual countries' competitiveness on a world scale.

References and further details please contact the author with “*.”

Title: Embracing changes in Marketing: The growth of the Sports Marketing field & the importance of diversifying higher education marketing pedagogies.

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In 2015, Forbes assessed the sports market in America was worth around \$60.5 billion. The predictions show that by 2019, it is estimated to grow to \$73.5 billion. (Heitner, 2015). Data also indicated that the sports media rights are expected to increase from \$14.6 billion in 2014 to \$20.6 billion by 2019. (Heitner, 2015). Furthermore, the sports marketing field has yielded significant growth in foreign markets including Europe and Asia thus propelling this field to become highly desirable in the job market. The world of marketing is so vast and encompasses many different facets from tactical pricing to launching new products to promotions; all of which are applicable to the specialized field of sports marketing. The U.S. Department of Labor, Bureau of Labor Statistics (BLS) estimates that the field of marketing is growing at a faster than average rate of 10% with median national annual salaries in the range of \$129,000. (U.S. Department of Labor, 2016). Within this area of study, the sports marketing specialization has slightly higher growth rates of about 14-18% within the next decade. Additionally, BLS figures on the salaries for marketing managers associated to sports suggests annual mean wages of \$115,000 to \$117,000. The data further indicates that the job title of Market research analyst and Marketing specialist which includes sports marketing is projected to have 138,300 new jobs between 2016-2026. (U.S. Department of Labor, 2016). As a marketing educator, expansion of the traditional field of marketing to include specialized marketing pedagogies such as sports marketing is essential to satisfy the needs of this growing field and projected employment growth. The world of sports as we know it is growing and expanding and embracing new ideologies including e-sports. From an educational standpoint, we also need to grow and expand offerings in order to graduate students who have expertise in specialized marketing not just general marketing.

References and further details please contact the author with “*.”