



The 43rd Annual Marketing Educators' Association Conference 2019 Annual Conference Proceedings



EDITORS

Sarah Fischbach
Pepperdine University

Jennifer Zarzosa
Henderson State University

PREFACE

This volume contains the proceedings of the 43rd Annual Conference of the Marketing Educators' Association (MEA) held at Cambry Hotel, Phoenix, AZ, April 4-6, 2019. The conference theme, Enhancing the Practice and Scholarship of Marketing Education, reflects the association's commitment to facing the challenges of new generations of students and ever-changing technology in continuing to provide the most effective marketing education possible. It also suggests career opportunities for marketing educators. Embracing new learning styles, new technologies, and incorporating new methods in our classrooms transform these challenges into great opportunities. The topics discussed provide a vast and exciting array of methods designed with these

challenges and opportunities in mind. These conference proceedings include competitive papers/abstracts, position papers, and special session proposals. Each competitive paper was double-blind reviewed and authors provided a full paper or an abstract for publication.

An editorial committee evaluated position papers and special session proposals and authors provided an abstract for publication. Authors, session chairs, and reviewers represent a geographically diverse group from half the U.S. states and several other nations, including Australia, Canada, Costa Rica, England, Malaysia, Philippines, South Africa, and Switzerland. We also have several participants representing industry. The competitive papers/abstracts, position papers, and special session proposals appear in the same order as listed in the conference program and cover a broad range of issues related to marketing education including the following:

- AACSB and Pedagogical Marketing
- Performance Assessment
- Art of Storytelling an Authentic Brand
- Louis Vuitton at Yale
- Enhancing Student Creativity
- Experiential Learning
- Social Media Marketing
- Learning from Marketing History
- Graduate/MBA Marketing Education
- Learning Multicultural Marketing
- Marketing Certifications
- Service Learning
- Student Preparation
- Cannabis Marketing
- Data Visualization
- Improving Creative Journaling
- Marketing Technology Workshops
- Learning Visual Analysis
- Virtual Reality in the Classroom
- Sales Education and Salesforce.com
- International Marketing Education
- Using Reality TV in the Classroom
- Native Filmmaking in Advertising
- Teaching Business Ethics