

PREFACE

This volume contains the proceedings of the 34th Annual Conference of the Marketing Educators' Association (MEA) held in Seattle, Washington State, USA, April 8-10, 2010.

The conference theme, ***The Pinnacle of Marketing Education***, reflects the association's commitment to advancing innovative and effective pedagogy and practices to prepare marketing students to lead the profession to new heights in the future. The conference remains committed to connecting theoretical and practical aspects of the teaching of marketing.

These conference proceedings include competitive papers/abstracts, special session abstracts, and contemporary issues/roundtable discussions. 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 committee evaluated special sessions and contemporary issues discussions. Chairs of special sessions and contemporary issues/roundtable discussions were asked to include an abstract of up to two pages. Competitive paper authors and special session and contemporary issues authors and panelists represent a geographically diverse group from two dozen U.S. states and the nations of Australia, Canada, The Republic of Georgia, India, New Zealand, the Philippines, and Russia. The papers and abstracts are presented here in the same order as presented in the conference program.

Competitive paper sessions present three or four research papers on topics covering issues a broad range of issues related to the teaching of marketing. Among them are:

- Curriculum Development
- Technology in the Classroom
- Experiential Learning
- Course Management
- Student Career Development
- Teaching Cross-Cultural and International Marketing
- Integrating Sustainability into the Curriculum
- Marketing Teaching Tools
- Case Teaching
- Client-Based Projects
- Relationships Among Students Working in Teams
- Mentoring
- Assessment

A sampling of special session titles and contemporary issues discussions include:

- Welcome to the Future: The Use of iPhone Apps in the Marketing Classroom
- Responding to Disruptive or Threatening Student Behavior
- Active Learning in the Marketing Classroom
- Minorities and Study Abroad

- Integrating Service Learning Throughout the Undergraduate Marketing Curriculum
- Selling in Sales Courses: An Evolving Revenue Paradigm for Marketing Departments
- Former Marketing Students Now Corporate Employees: I Was Told Everything I Need to Know Except...

Anyone with a passion for teaching marketing is sure to find many interesting and useful ideas in the abstracts contained within the pages of these proceedings.