

experience in the classroom environment. Ideas for future research on how to apply experiential learning with virtual reality are discussed.

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

Title: Game on! – Teacher perspectives on the use of games and gamification in higher education A position paper “Marketing technology”

Author: Minna-Maarit Jaskari, University of VAASA (Email: minjas@uva.fi)*

Games and gamification is a “hot topic” in pedagogy at the moment. Games refer to any game utilized in teaching. They can be for example board games, digital games or role plays.

Gamification refers to using game-like elements (such as storytelling, competitiveness, scoring systems, levels, progress monitoring or other similar elements familiar from games) in teaching.

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

Title: Twitter, Instagram and Snapchat ... Oh My! How Integrating Social Media into the Classroom Promotes Student Engagement and Practical Applications.

Author: Lori Wortylko, University of Cincinnati Blue Ash College (Email: wortylli@uc.edu)*

The purpose of this presentation is to present the data collected in a pilot study of the impact of social media as a teaching tool in undergraduate marketing courses and to discuss those findings accordingly. Specific objectives include:

- (1) Review the basic characteristics of Twitter, Instagram, and Snapchat
- (2) Identify other social media tools that could be used as alternative forums for projects
- (3) Discuss how the unique characteristics of each social media forum can be adapted to specific student projects/exercises
- (4) Review survey results about student receptiveness to the use of social media in the classroom

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

Title: Progressing Forward: Revising Marketing Curriculum’s to Reflect Current Diversity and Inclusion Standards

Author: LaCalvince Simpson, Indiana University East (Email: ldsimpso@iue.edu)*

Diversity and Inclusion (D&I) is a major element of marketing. The foundation of marketing was built on reaching diverse audiences and sub-cultures throughout various forms of media and communication. Most marketing and communication strategies are created in a very similar way, traditional and direct. However, this is a clear example of why this isn’t working. Companies recognized this and adjusted their marketing campaigns to reflect the changes to the marketing landscape. Yet, many marketing programs are slow to adopt changes in the industry. Marketing courses offer the perfect blend of content and structure to be a front runner in adopting modern practices of diversity and inclusion. This session will the challenges with developing a marketing curriculum that effectively incorporate modern D&I marketing strategies.

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

Title: Marketing Internship Management Using Salesforce.com

Author(s): C. Clifton Eason, Samford University; Nathan Kirkpatrick, Stephen F. Austin State University (Email: ceason@samford.edu)*

At many colleges and universities, marketing and other business programs struggle to efficiently manage the internship process. Causes for this inefficiency often are human resource constraints, lack of time, poor use of technology, and low prioritization among other program responsibilities. In this paper, the authors present a framework for using Salesforce.com to help marketing and other business programs (as well as university-level internship and job matching programs) more efficiently manage the entirety of the internship process – from prospecting and pairing to post-internship follow-up. We believe the authors’ experiences with internship management using Salesforce can be valuable to other schools who are looking for ways to improve their own internship experiences and processes.

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

Title: Teaching to the Heart: Including Empathy in Teaching Consumer Behavior

Author: Phillip M Frank, Missouri Western State University*

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In line with the philosophical ideology of Transformative Consumer Research, the article posits an educational scenario for teaching undergraduate Consumer Behavior with an emphasis on the role of empathy plays in marketing. In addition to in-class exercises, students were assigned external business clients in which students researched consumer trends in respective industries. They also proposed cause-related marketing campaigns or other socially-oriented creatives to clients.

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

Title: Scientific research in marketing dissertations: positive graduate school practices

Author: Lizardo Vargas-Bianchi, University of Lima (lvargas@ulima.edu.pe).*

Undergraduate students in Peru have limited experience in scientific research. They are more familiar with formats free of scientific methodologies, such as business plans, marketing plans, processes reviewing to propose improvements, or lengthy monographic essays about a marketing subject. This limitation extends to several graduate school masters’ programs, where professional experience also biases students of understanding research from a practitioner or commercial perspective. However, education in scientific methodologies adds relevant value to the student’s training. This paper presents the reviews and adjustments made along dissertation seminars’ syllabi and curricula, of two masters’ programs from a high ranked Peruvian university, aimed to promote and practice scientific research as an appealing option. After implementing the adjustments, dissertation advances made by the students working on marketing topics show they are gaining the competencies sought.

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

Title: Trends and challenges in education related to the adoption of new digital technologies

Author(s): Gina Cook, Metropolitan State University of Denver; Květa Olšanová, University of Economics, Prague (Email: gcook13@msudenver.edu)*

The objective of this paper is to investigate the current trends facing higher education in relation to the adoption of new digital technologies, including Industry 4.0 (specifically the Internet of things, big data / analytics, robotic systems/AI, and additive manufacturing). The complex