

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)*