

purpose and value of higher education can depend on socio-economic factors as well as on the school they hope to attend.

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

### **Title: Case Study: You Can’t Make Students Do What They Don’t Value: Motivating Business Students to Graduate Early**

*Authors: Neil Granitz\*, Professor of Marketing, Cal State Fullerton (ngranitz@fullerton.edu); Chiranjeev S. Kohli, Professor of Marketing, Cal State Fullerton*

#### **Purpose of the Study**

Across the Cal State University System, the 4-year graduation rate was 25.5% in 2018. Low GPA, financial debt, underutilization of campus support services and being a transfer students can increase the time to graduation (Letkiewicz, Lim, & Heckman, 2014; Scott, Bailey & Kienzl, 2006). Many universities trying to address this issue have had some success. Actions undertaken include meeting with advisors, changing the tuition structure, and creating student community (Adams, 2011; Vedder, 2017). While universities are addressing the “supply side”, they have not addressed the “demand side”--increasing students’ motivation to graduate faster. Accordingly, our study aims at decreasing “time to degree” by proposing a novel approach—creating an awareness program, which will emphasize the financial benefits of early graduation.

#### **Methodology**

During exploratory research, a poll in one of the large marketing sections was undertaken to determine how many students understood the long-term financial implications of delaying graduation. Students were then informed about the lifetime cost of delaying graduation. (The “loss” is in the vicinity of \$100K for each year of delay in graduation.) Student reaction to the information was then queried. The sample comprised 205 students from all departments within the business school.

#### **Results**

Before students were exposed to the information, only 2%-3% were aware of the financial impact. After they were exposed to the information, over half who saw it were motivated to explore graduating in 4 years. We hope to share detailed results from the full-scale implementation of the program.

#### **Value to Marketing Education**

First, as educators, we want to prime our students for success. We do so by teaching them real world marketing skills and knowledge, as well as soft skills. Increasing their graduation rate is another way to grow their success; it places them in a superior financial position for life. Second,

from a personal perspective, it teaches students basic financial concepts (opportunity costs, cost-benefit analysis, net present value) that are critical to marketers. Third, retaining students in college and university has been national concern for decades (Ackerman & Schibrowsky, 2007). References and further details please contact the author with “\*.”

**Title: The Magic of Study Abroad/Service Learning: Integrating Non-Traditional Students with Traditional Undergraduates**

*Authors: Robert Lupton\*, Central Washington University, (Robert.Lupton@cwu.edu); Robert Trumpy, Central Washington University*

Traditional research on the effectiveness and positive personal growth outcomes of study abroad programs with university students has not adequately addressed the positive impact of these programs on non-traditional students. Also, the best practices research on integrating traditional-aged students with non-traditional students is severely lacking. This presentation will attempt to ameliorate these gaps in wisdom and best practices, while encouraging replication. References and further details please contact the author with “\*.”

**Title: Exploring the Role of Decision-Making Factors in International Student Engagement**

*Authors: Qin Sun, California State University, Northridge; Thuy D. Nguyen, Midwestern State University; Gopala Ganesh\*, University of North Texas, (gopala.ganesh@unt.edu)*

This study applies pre-purchase decision making model for services to higher education context in order to better understand the effects of motivators behind the international students’ post acquisition engagement. The research fills a literature void to build and test a theoretical model in order to connect the pre-purchase decision making factors with post consumption marketing engagement among international students. The findings provide valuable insights on international student recruitment and service marketing engagement management.

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

**Title: Different Approaches to Client Selection for Group Projects**

*Authors: Shikha Upadhyaya\*, California State University, Los Angeles; Somak Banerjee California State University, Los Angeles (email: [supadhy4@calstatela.edu](mailto:supadhy4@calstatela.edu))*

The goal of this position paper is to present examples of student-led and instructor-led semester projects in two upper-level undergraduate course sections – marketing strategy capstone course and community-based social marketing course. Student-groups are expected to regularly engage with the client and meet all the pre-agreed deadlines and milestones during the semester.

Client-based projects in these courses are assessed to identify [a] specific factors that underpin two different approaches to client selection - student-led and instructor-led and [b] to discuss potential advantages and disadvantages related to each approach. By doing so, this research aims to enhance our understanding of different approaches that the instructor can adopt for client-based group projects.

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