

PREFACE

This volume contains the proceedings of the 37th Annual Conference of the Marketing Educators' Association (MEA) held in Portland, Oregon, April 18-20, 2013.

The conference theme, ***Marketing Education: New Challenges and Opportunities***, 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. 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 and special session abstracts. Each competitive paper was double-blind reviewed and authors provided a full paper or an abstract for publication. An editorial committee evaluated special sessions and authors provided an abstract for publication. Authors, session chairs, and reviewers represent a geographically diverse group from half the U.S. states and twelve other nations, including Bahrain, Brazil, Canada, Finland, India, Lithuania, New Zealand, Oman, Pakistan, Russia, Switzerland, and United Arab Emirates. We also have several authors representing industry.

The competitive papers/abstracts and special session abstracts appear in the same order as listed in the conference program and cover a broad range of issues related to marketing education including:

- Learning Retention
- Social Media and Internet Marketing
- Classroom Management
- Student Learning Styles
- Enhancing Student Creativity
- Experiential Learning
- Online Teaching
- Learning from Marketing History
- Graduate/MBA Marketing Education
- Learning Multicultural Marketing
- Student Personality
- Service Learning
- Student Preparation
- Assessing Learning
- Professor Performance
- Teaching Customer Service
- Teaching about Marketing Careers
- Sales Education
- International Marketing Education
- Using Reality TV in the Classroom
- Teaching Gen Y Students
- Teaching Business Ethics
- Teaching Research Skills
- Measuring Student Satisfaction
- Teaching Entrepreneurial Marketing
- Using Business Clients in Marketing Education
- Using Blogs for Marketing Education
- Self and Peer Assessment in Marketing Classes

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