

THE INTERNET AND MARKETING EDUCATION: NOW WHAT?

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Over the past ten years, the Internet, as a global communication and exchange medium, has witnessed unprecedented growth. In the United States alone, total Internet driven sales revenues have grown from a negligible amount in 1995 to over \$50 billion in 2004, and are expected to rise at an annual rate of over 20% for the foreseeable future (Direct Marketing Association, 2004). Today, the importance of the Internet to buyers, sellers, and intermediaries across all aspects of marketing.

So what does this mean for marketing educators? In this session, we will discuss the Internet as Marketing topic to be taught, the use of the internet as a teaching tool, and the current and future directions of Internet Research.

First the panelists provide data pertaining to the number of schools teaching Internet marketing (or some closely related course) as a free-standing course. They will also discuss alternative approaches to teaching Internet Marketing and its integration into other courses.

Second, the panelists will provide the attendees with a number ways that the Internet can be used to enhance the learning experiences for students. Example will include the use of web published information as an alternative to textbooks, secondary data readily available online, the use of electronic databases, and a variety of other topics concerning the use of the Internet as a learning tool.

Finally the panel will present a review of the Internet literature employing a content analysis perspective. Specifically, we will review the Internet literature in terms of content, quantity, and publication outlets. In addition, we will identify what we feel to be the most important

trends in the Internet marketing literature and provide future direction, particularly in terms of research gaps and expected topical areas of interest.

Attendees will leave this session with a better appreciation of how to teach Internet marketing, how to use the Internet as teaching tool, and the trends pertaining to Internet research. The session is interactive. The session is designed to be interactive, with the panelists presenting topics, issues, and opinions with the hope of creating an interactive discussion and debate with the attendees. All attendees are encouraged to participate in this session.