

PREFACE

This volume contains the proceedings of the third Conference of the Marketing Educators' Association (MEA) held in Scottsdale, Arizona, April 10- 12, 2003. This conference marks the 27th anniversary of the group (formerly the Western Marketing Educators' Association).

The conference theme, **MEA Diamond Attractions: Ideas for Innovation** reflects the outstanding number of papers at this year's conference that focus on new and innovative ideas for marketing education. The submissions introduce new ideas in the areas of technologies, pedagogies, assessment, and student learning. The program includes competitive papers, special sessions and contemporary issues roundtables. Each competitive paper was double-blind reviewed. The authors of the accepted competitive papers were given the option of including their entire paper or an abstract. The editorial board reviewed all special session proposals. The chairs of the accepted special sessions were asked to submit a one-page abstract of their session.

The papers and abstracts are presented in the same chronological order as they are presented at the conference, with the exception of the roundtables, which are located in the back of the proceedings. The competitive paper sessions were as follows:

- About Students: Teaching and Learning Issues
- Emerging Issues in Marketing
- Rankings, Ratings and Giving: Administration Issues
- Student Attitudes and Behaviors
- Marketing Education Using New Technology
- Assessment Issues
- Collaborative and Experiential Learning
- Pedagogy Issues
- Experience and Case Based Learning

Special session topics were as follows:

- Perspectives on and Approaches to AACSB International Accreditation
- A New Sense of Urgency: Teaching Marketing Ethics
- Using Collaborative Learning in a Multi-Class discipline Setting
- The Discipline of Marketing in Religiously-Affiliated Universities
- The Art and Science of Manuscript Reviewing
- Community College Issues
- What do you Mean I have to Publish?
- How to Run a Successful Internship Program for Marketing and International Business Students
- Teaching Internet Marketing
- A Relationship marketing Perspective for Recruiting and Retaining Students
- A Proposal for a Design of an Agricultural Marketing Textbook
- Ethics in Television Advertising: An Assessment
- Perspective From Going the Distance: Global Graduate E-Learning
- Challenges of Doing Things for the First Time

The success of the conference and the publication of the proceedings are only possible with the help of many individuals. We want to thank the authors, who submitted paper, all the conference volunteers, paper reviewers, session chairs, and discussants. Most of all we want to thank all the individual who attended the conference.

Jack Schibrowsky and Beverlee Anderson, Program Chairs, 2003 MEA Conference

ACKNOWLEDGEMENTS

We are most appreciative of the support and input provided by those who made the conference possible. Special acknowledgement goes to our President, Regina Schlee, who kept everything on track and moving forward. Our secretary, Robert Lupton also deserves our thanks for his tireless work attempting to keep the website conference program current. In addition the program would not be possible without the work of our many volunteers, who are listed below according to the roles they filled.

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