

CONTEMPORARY ISSUES ABSTRACTS

MARKETING STUDENTS: WHO ARE THEY AND WHERE DO THEY GO?

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A degree in marketing should, presumably, open the door to many satisfying career opportunities. However, students have sometimes found that a marketing degree, in and of itself, does not necessarily lead to a marketing job, and many who work in the area of marketing and sales have degrees in other fields or no degree at all. So, what are typical career paths of students with undergraduate degrees in marketing? How many of them work in jobs that are related to their degrees? And what kind of salaries do they earn? To what extent do demographics such as race and sex, affect marketers' careers? This study examines these kinds of questions by analyzing a nationally-representative sample of college degree holders.

The results of this study indicate that most marketing students work in either marketing or management after they finish their education. Thus, job mobility appears to be fairly low, at least with regard to business-related careers. For those students who do leave the field of marketing, "pay and promotion opportunities" was the most often selected reason for choosing to work in another field. However, other reasons, including a lack of job in the degree field, career interests, family-related, and working conditions, were also fairly frequently selected. Many of those who choose, or become obligated to work in other fields, suffer financially for having made the move. Only those working in computer-related jobs average higher salaries. In answer to the question of at what point in their careers marketing students leave marketing for management or other careers, future studies of the data used for this research can eventually shed more light.

Another interesting finding from the research is that while students traditionally graduating in marketing were predominantly white males, that tendency is coming to an end. Among recent graduates, females are as prevalent as males. And participating in marketing careers by minorities is also growing. Blacks who hold marketing degrees appear less likely to be working in careers related to sales, marketing, or management than degree holders from other groups.

Both marketing educators and students should take note that among the non-management marketing jobs, sales jobs dominate. Marketing educators can use this information to continue to advise students as to the importance of studying selling and sales management. Students can use this information as motivation to begin viewing sales career opportunities in a more positive light. In addition to the inherent benefits of a career in sales, the fact remains that this is where many marketing degree holders find their careers. Further, most non-retail selling jobs appear to pay similarly to management jobs, and sales managers appear to earn more than other types of managers.

GLOBAL MARKETING EDUCATION AND SURFING THE FOREIGN PRESS

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The discussion centers upon the role of the foreign press, as accessible via the internet, on students' learning. We are most concerned with the matter of factuality and honesty, both from the standpoint of the provider of information on individual foreign countries and from that of the student, should they be drawn into email discourse with the providers of such economic, marketing, cultural and political insights.

A one or two week assignment can be based upon a small group of students surfing the foreign press in one or more countries, using one or more internet service providers. One could, for example, surf Brazil and Argentina as they are working through certain marketing and political issues, to ascertain differences of both interpretation and apparent factuality. The same comparative approach using different ISPs, and their likely differing selection of press sources, might be appropriate within a particular country. Levels of perceived anger need not be an issue, although students often learn an enormous amount from stepping to a "buzz-saw" of emotion within the press.

Within the customary model given by Marketing Management for "Environmental" factors is the very real need to have good information, both cognitive and affective. Surfing the foreign press can support this need in this era of increasing globalization.

Our discussion will be open and frank, with several current situations offered, to point out challenges to factuality and matters of differing interpretation.

ONLINE SHOPPING IN THE U.S. AND IN THE PHILIPPINES

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Electronic commerce is a familiar word particularly to business and the organizations that have incorporated this concept into their strategies to assure their survival in the competitive marketplace. E-commerce includes all business transactions that use commerce applications in business-to-customer transactions, and includes purchasing products online. Businesses make themselves more accessible to the rapidly growing online population with a strategically designed site at the World Wide Web.

Online shopping is receiving attention in business publications because of the desire to interface with customers at their point of need than at the retailer's point of convenience. Online customers want static displays of textual information about products, and have the flexibility to interact with the multimedia online content.

In the United States, most companies believe that e-commerce is a viable and complementary retail channel with an estimated 135 million Internet users. Like the Gold Rush of 1849, which brought would-be miners from around the world to prospecting fields of California, the Internet Gold Rush is a mixture of opportunity and peril. Many retailers have offered online shopping and leading the pack is Amazon with its \$32 billion market capital selling books, music and video. Despite the problems posed by doing business on the Internet, the traditional "big box" stores like Wal-Mart, Sears and K-mart have now accepted the power of online shopping.

On the other hand, e-commerce in the Philippines is currently in its infancy, as resistance to new technologies and legal matters still hamper the development of a fully functioning online commercial system. However, a number of Philippine enterprises have taken the leap into cyberspace. These firms, however, are saddled with a number of disadvantages that their competitors in more developed economies do not face. Not all these sites offer online shopping, some are merely advertising their products and services. Moreover,

among those with online order capability sites, many are based in other countries particularly in the United States. Products are priced in US dollars catering to the Filipino community abroad. Online shopping in the Philippines still has much to improve on. But in the online marketplace, no company is too big or too small.

It would be interesting to find out the current situation of online shopping in the Philippines compared to the United States. Among the recommended areas of study are the following: a.) usage and buying behavior of Internet users; b.) environmental factors that affect Internet users in engaging in online shopping and c.) marketing mix strategies that marketers could use to sell over the net effectively.

THE ROLE OF A CHANGE AGENT IN THE ADOPTION PROCESS OF SERVICE-LEARNING AS AN EDUCATION INNOVATION FOR MARKETING EDUCATORS

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Service-learning is a unique pedagogy that benefits many in an educational institution. Yet, many marketing faculty choose not to integrate service learning within the curriculum because of lack of awareness, personal barriers, or system barriers. Proponents of service learning and change agents face the task of diffusing the innovation of service-learning in all disciplines.

This roundtable aims to explore the following: the concept of service-learning as an education innovation, the adoption process of service-learning in marketing education as explained through Rogers' diffusion of innovation theory, and a communication model to increase the adoption of service-learning by marketing educators. Marketing educators interested in increasing the number of service-learning educators will leave this roundtable with a discussion and resources for effective modeling through application of the diffusion of innovation theory.

COMPETITIVE INTELLIGENCE AND ITS PLACE IN THE MARKETING CURRICULUM

Paul Dishman, Brigham Young University

The topic of Competitive Intelligence is emerging as an important topic in Marketing Research and Marketing Strategy. From a heritage of Environmental Scanning, Market Intelligence, and Information Management, Competitive Intelligence has emerged as a significant marketing and management construct where information is analyzed into intelligence for strategic and tactical decision-making.

CI differs from Marketing Research in its utilization of Internet sources, secondary data and human intelligence gathering techniques as well as specific analysis and synthesis of information.

Topics included in the CI course include lecture and discussion on the importance of intelligence in business, legal and ethical issues, the intelligence cycle (collection, direction, processing, and dissemination), managerial and marketing intelligence, foreign intelligence collection, and business security/counterintelligence.

Thirteen universities in the U.S. and 26 world-wide, including McGill, AGSIM, BYU, Rutgers, Indiana, the University of Pittsburgh, and UCLA, are offering one or more courses in CI. At least two Business Schools, Drexel University and Simmons College, are offering MBA degree programs in the field. This Special Session would address the following questions and issues.

This Contemporary Issue Session will address the following:

- What is Competitive Intelligence?
- What is its relationship to Market Research?
- What is its relationship to Marketing Strategy?
- How (and why) should I fit it into my already packed lectures?
- What cases are available to teach CI concepts?
- What models exist for the implementation of CI within the Curriculum?

Each participant in the session would leave with an understanding of concepts related to CI and Marketing.

DISTANCE LEARNING IN MARKETING COURSES FROM THE STUDENTS' PERSPECTIVE

**James P. Beaghan, Central Washington
University**

At present, the SB&E/CWU is delivering upper level business courses at the main campus in Ellensburg and three remote sites in the state of Washington. Most of these classes are delivered live using instruction from a professor present in the classroom. Approximately five years ago (1994-95), SB&E began an experiment with distance learning whereby a few selected business and marketing classes were delivered electronically to remote sites with the instructor physically present in a traditional classroom setting on the main campus. This approach to distance learning enabled the School of Business to cover multiple sections with fewer teaching resources.

The objective of this study is to look at distance learning from the marketing student's perspective. Research questions include differences in student expectations, as well as differences in comprehension, performance, and student satisfaction between live instruction and remote sites. Specific questions dealt with such issues as quality of instruction (live vs. remote) from the marketing student's perspective.

A research instrument (questionnaire) was developed and administered to students in several marketing courses, which were delivered live at the main campus and electronically to remote sites in real time. The results of the survey were then analyzed for these two different student groups (main campus vs. remote sites) providing insight from the students' perspective of their distance learning experience with implications for electronic delivery of marketing courses through distance learning in the future.