

PREFACE

This volume contains the proceedings of the 30th Annual Conference of the Marketing Educators' Association (MEA) held in San Francisco, California, April 27-29, 2006.

The conference theme, ***Building Bridges between Knowledge and Practice in Marketing Education***, reflects the association's desire to present a conference in which theoretical and practical aspects of the teaching of marketing are brought together. These conference proceedings include competitive papers/abstracts and special session abstracts. Additionally, abstracts describing invited *Journal of Marketing Education* author presentations are included. Each competitive paper was double-blind reviewed. Authors of competitive papers were given the option of publishing the entire paper or an abstract. An editorial board evaluated special sessions. Chairs of special sessions and invited sessions were asked to include an abstract of up to two pages.

The papers and abstracts are presented here in the same order as they were presented in the conference program. Session titles on the program included:

- Approaches to Assessment
- Issues in Teaching and Research
- Teaching Marketing in Emerging Countries: Developing Competencies and Competitiveness
- Studies in International Service and Quality
- Working with Student Teams
- The Internet and Marketing Education: Now What?
- Survey Builder: A Free, Easy-to-Use Tool for Students to Build Web Surveys
- Trends in Outcome Assessment Practices and their Implications for Marketing Education
- MEA: Marketing Educators Abscond?
- Experiences in Team Teaching
- Issues in Teaching Graduate Students
- International Curriculum Issues
- Integrating Measures of Personality in Marketing Education Research
- Marketing and Money, A New Course: Strengthening the Analytical Skills of Marketing Undergraduates
- The Marketing Field: Selection, Perception, and Directions
- New Directions in Assessment
- From Tree Hugger to Triple Bottom Line: Bringing Sustainability into the Marketing Curriculum
- The Impact of Grey Marketing on Textbook Publishing
- Enhancing the Curriculum
- International Consumer Behavior
- Recruiting for the Marketing Discipline: Is It Mere Humans Need Not Apply or Will a Human Please Apply!
- Extreme Makeover: B-School Edition—Redesigning an MBA Program
- Issues in Teaching Graduate Students
- Learning Styles in the Classroom
- Investigations into Consumer Behavior
- Echo Boomers in the Classroom: Triumphs and Tribulations of Teaching Marketing to Generation Y