

## PREFACE

This volume contains the proceedings of the 38th Annual Conference of the Marketing Educators' Association (MEA) held in San Jose, California, April 24-26, 2014.

The conference theme, ***Marketing Educators' Teaching Challenges and Career 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. It also suggests career opportunities for marketing educators. 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, position papers, and special session proposals. Each competitive paper was double-blind reviewed and authors provided a full paper or an abstract for publication. An editorial committee evaluated position papers and special session proposals 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 participants representing industry.

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

- 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
- Educator Performance and Career Opportunities
- 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 and who is working their way through a marketing educators' career is sure to find many interesting and useful ideas in the papers and abstracts contained within the pages of these proceedings.

## **ACKNOWLEDGMENTS**

The Marketing Educators' Association (MEA) conference and these proceedings would not be possible without the voluntary efforts of many people. We would like to thank the authors who submitted manuscripts for review and the reviewers who lent their expertise and their time by providing thoughtful feedback. Additionally, we would like to thank the volunteers serving as session chairs at the MEA 2014 conference.

Special acknowledgment goes to our President, Dr. Deborah Brown McCabe, whose combination of professional rigor and good cheer guided the organization through another successful year of inspiring the most innovative and enlightening scholarship in marketing education. Her gentle prompts and prods have resulted in everyone rising to the occasion, and the results are another successful conference. We have sincerely enjoyed and learned a great deal from working with her!

Dr. Clayton L. Daughtrey continues to serve as our indispensable "CFO and Operations Manager." His careful and intelligent work keeps the organization financially and operationally robust.

Our Immediate Past President, Dr. Ed Petkus, was there for us throughout the year as an advisor, mentor, and sponsor-solicitor. His inspired leadership has been invaluable.

Dr. David Ackerman has continued to help keep MEA strong through his marketing communications and promotions efforts. Webmaster Dr. Lars Perner continues to maintain and enhance our professional online presence.

We would like to thank the following members of the MEA Board of Directors for their service and support:

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