

PREFACE

This volume contains the proceedings of the 29th Annual Conference of the Marketing Educators' Association (MEA) held in La Jolla, California, April 14-16, 2005.

The conference theme, **Marketing Education: Navigating the Ocean of Change**, reflects the association's desire to continuously seek new and better ways of teaching and practicing marketing. This program includes both competitive papers and session discussions. 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 were invited to include up to a two-page abstract.

The papers and abstracts are presented here in the same chronological order as their respective sessions in the conference program. The titles on the program included:

- Student Preferences and Participation
- Methodology, Measurement and Analysis
- Understanding Student Learning Styles
- The Numbers Crunch Three Years Hence: Enrollment Peaks in 2008 with Faculty Shortages Forecasted in 2007
- A Review of Important Skill Sets
- Evaluation and Perception of Group Experiences
- MERLOT: The Integration of Digital Scholarship with Teaching
- High Tech/Low Tech: Ways to Administer Undergraduate University Marketing Classes
- Getting Published in Marketing Education Journals
- Faculty and Student Issues
- Issues Associated with Teaching Retailing
- Development Issues
- The State of Marketing Curriculum: Who's Teaching What?
- The Pervasiveness of Marketing and Ethical Concerns
- Issues in Testing
- Using Technology to Enhance Learning Outcomes
- Nurturing the Special Student: Understanding the Needs of Students with Challenges
- Teaching Marketing Overseas To Foreign MBA Students in Compressed Time: Do You Just Talk Faster?
- Understanding Diversity
- Issues in Experiential Learning
- Assessing the Value of Real-World Experiences
- The High Price of Textbooks and Other Content Delivery Issues: Why is the Price of Textbooks so high? What Can You Do to Lower the Cost of Content Delivery to Your Students?
- Student Characteristics
- Pedagogical Issues
- Renewing the Emphasis of Ethics in the Business School Curriculum: Classroom Experiences to Build Students' Awareness of Ethical Issues
- Rateyourstudentsethics.com: piracy, plagiarism or cheating?
- Balancing Acts: Faculty Perceptions of Changing Career Expectations