

## **A NEW MODEL OF EDUCATION FOR INTRODUCTORY LEVEL MARKETING COURSES: EXPERIMENTAL RESULT**

**Hideki Takei, Robert Trumpy, and Fen Wang,  
Department of Information Technology and Administrative Management,  
Central Washington University, 400 University Way, Ellensburg, WA 98926;  
takeih@cwu.edu, trumpyr@cwu.edu, wangf@cwu.edu**

### **ABSTRACT**

The Hybrid Education Model (HEM) was developed and discussed by Takei (2008). He described the model as a “department store,” or “smorgasbord,” where instructors can pick elements for classroom use and potentially create his or her own model within an HEM framework. In this current study, the authors’ goals are to test (1) if HEM could serve as a department store for lecturers, and (2) if a rebuilt model could perform effectively in both education and mentoring during introductory marketing or business courses, at a small liberal arts college.

While results were positive, the findings exposed several practical difficulties in both out-of-class workshops, and cross-disciplinary team activities. Therefore, instructors are advised to develop distinct processes in creating personal-level communications in class. They should also monitor cross-disciplinary team activities to assess student levels of enjoyment and learning, through the team activities.