

PARTNERING WITH THE INDUSTRY: INSIGHT ON THE AEF VISITOR PROFESSOR PROGRAM

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ABSTRACT

A key challenge in teaching marketing courses is to bridge theory with practice, to stay current in terms of industry practices, and to reflect in our curriculum what the industry considers important and valuable. Consequently, finding ways that bring together marketing professors with industry practitioners are of great value.

The Advertising Educational Foundation's (AEF) Visitor Professor Program is a great resource for marketing professors. The program places professors with advertising agencies, primarily in New York City but also in other major cities, for a two-week period during the summer.

A preliminary analysis of sales ethics evaluation differences found that gender differences exist (see TABLE 1). Women tend to view ethically problematic sales scenarios as less ethical than their male counterparts. Both moral idealism and moral

relativism affect ethical evaluations. Though both idealism and relativism affected female evaluations, only idealism affected male evaluations. Idealism and relativism, however, do not entirely explain the differences in sales ethics evaluations. The gender effect remains once idealism and relativism

Overall, this is a great resource that allows professors to partner with the industry and benefit from this interaction.

REFERENCES

http://www.aef.com/on_campus/professor/vpp/3001