

TEACHING MARKETING IN EUROPE AND ASIA

Jack Schibrowsky, Department of Marketing, UNLV, 4505 S. Maryland Pkwy, Las Vegas, NV 89154;
John.Schibrowsky@unlv.edu.

James Cross, Department of Marketing, UNLV, 4505 S. Maryland Pkwy, Las Vegas, NV 89154;
James.Cross@unlv.edu.

Alexander Nill, Department of Marketing, UNLV, 4505 S. Maryland Pkwy,
Las Vegas, NV 89154; Alexander.Nill@unlv.edu.

Ludmilla Wells, Lutgert College of Business, Florida Gulf Coast University,
10501 FGCU Blvd. S, Ft. Myers, FL 33965; lwells@fgcu.edu.

Steven Hartley, Daniels College of Business, Denver University,
2020 S. Race St. Denver, CO 80208; shartley@du.edu.

Micol Maughan, College of Business, Fort Hays State University,
Hays, KS 67601; mmaughan@fhsu.edu.

ABSTRACT

This session will present issues related to teaching marketing overseas, specifically in Asia and Europe. Various pitfalls will be discussed and strategies for more effective teaching will be presented. Differences in educational philosophies of the various venues will also be incorporated into the discussion. Most of the presenters have experience teaching marketing outside the United States. Steven Hartley is an author on one of the leading introductory marketing texts and will discuss textbook writing for a global audience.

This is a timely topic and should be of interest to MEA members who have taught overseas or are contemplating doing so. It will be a good primer for anyone considering overseas teaching, with some helpful hints to smooth the process. Exhibit 1 will serve as a framework for the discussion.

Jack Schibrowsky will chair the session, introduce the topic and presenters, and summarize the discussion at the end.

James Cross will relate recent experiences teaching in Asia, Vietnam specifically.

Alexander Nill will discuss his extensive teaching experience in Germany and Austria.

Ludmilla Wells will share thoughts on teaching in Eastern Europe, Russia specifically.

Micol Maughan will discuss various cooperative teaching partnerships he has been involved with in Europe and China.

TABLE 1
Teaching Marketing on a Global Basis

	Western Europe	Eastern Europe	Asia
Student Issues			
Language Issues			
Topical Issues			
Partnerships			
Textbooks			
The important stuff			