

WHERE THE ACTION IS: A JOURNEY FOR
MARKETING/BUSINESS EDUCATION

Jeffrey S. Gutenberg
Loyola Marymount University
Los Angeles, California

Two problems in marketing for west coast instructors are 1) the major marketing-oriented companies, especially the top consumer products firms, are headquartered in other parts of the country, primarily the east coast; and 2) most of our students are fairly provincial; in Southern California, at least, many of them seem to have little idea of what life is like outside of our area. Their education, because of this, suffers in three ways. First, they have a myopic view of the world. For example, they have difficulty in conceptualizing different lifestyles wherein not everyone drives a foreign car or eats at a Mexican fast-food restaurant. Second, a lack of exposure to other parts of the country inhibits the exploration of graduate school (or employment) opportunities. Third, their knowledge of companies and jobs is narrower than it ought to be. In Los Angeles, for example, most students know about aerospace firms, and aerospace engineers, but few know anyone who is an account executive or a product manager.

This paper presents a discussion of a partial solution to the problem: an "educational journey", or field trip, to another part of the country. The goals of such an endeavor are to expose students to different consumer lifestyles, and to increase their knowledge of marketing-oriented companies and marketing careers. The trip described occurred in 1980, and consisted of tours and seminars at businesses in New York City. Twenty students accompanied the faculty leader on the trip. Also discussed are perceived problems and benefits of such an undertaking.