

THURSDAY, APRIL 13

Time	Meeting/Participants	Location
12:30pm-2:00pm	MEA Board of Directors Meeting (by invitation only)	Diplomat A
11:00am – 4:00pm	Conference opens: Registration, Sponsor exhibition open & networking	Embassy Foyer
3:15pm – 4:15pm	<p>Competitive Paper: <i>Integrating the SDG's into Marketing Education</i> – Gary Karns</p> <p>AND</p> <p>Competitive Paper: <i>Incorporating Formative Assessment in Principles of Marketing</i> - Raymond MacDermott (Virginia Military Institute)*; Helen MacDermott (Washington and Lee University); Dekuwmini Mornah (Northern Kentucky University)☒</p>	Diplomat A
	<p>Special Session: <i>Exploring Communication Challenges of Online Teaching</i> - Laurel Lane (Metropolitan State University of Denver)*; Sally Baalbaki (Metropolitan State University of Denver)</p>	Diplomat B
4:20pm – 5:20pm	<p>Special Session: <i>Creative Capacity Development: Examining the Impact of Online Micro Credential Programs on Creativity Enhancement in Undergraduate Classrooms</i> - AnneMarie Dorland (Mount Royal University)*</p>	Diplomat A
	<p>Sponsor: Stukent - Expand Your Students Marketing Experience with Stukent Simturnships -</p> <p>AND</p> <p>Position Paper: <i>Exploring the Game-like Metaverse Virtual Classroom: Teaching and Learning in Gather Town</i> - Claire Whang (California State Polytechnic University, Pomona); Sanga Song (Indiana University East)*</p>	Diplomat B
5:30pm - 6:00pm	Break	
6:00pm - 7:00pm	President's Reception	Waterfront
7:00pm - 10pm	Awards Dinner – Plated Sit-Down Dinner	Waterfront

FRIDAY, APRIL 14

Time	Meeting/Participants	Location
7:00am-8:30am	Breakfast (Included with hotel stay)	
9:00am-4:00pm	Registration, Sponsor exhibition open & networking	Embassy Foyer
9:00am – 10:00am	Special Session: <i>DIVERSITY, EQUITY, INCLUSION, AND BELONGING IN THE MARKETING CURRICULUM</i> - Clayton L. Daughtrey (MSU Denver)*	Diplomat A
	Special Session: <i>CRM Class Project on Loyalty in Higher Education: Lesson Learned</i> - Robert J Trumpy (Central Washington University)*	Diplomat B
	Position Paper: <i>Marketing Strategy Teaching Collaboration</i> - Nathan Kirkpatrick (Samford University (The Brock School of Business))*; C. Clifton Eason (Samford University) AND Position Paper: <i>Analyzing the Expectation Gaps Among Decided & Undecided Students</i> - Fabienne Cadet (Nova Southeastern University)*; Sara Weisfeld-Spolter (Nova Southeastern University); Yuliya Yurova (Nova Southeastern University)	Embassy A
10:05am - 11:05am	Competitive Paper: <i>Perceived Effectiveness of Client-based Experiential Learning Project: Three Perspectives</i> - Qin Sun (California State University, Northridge)*; Annette Besnilian (California State University Northridge); April Diederich (California State University Northridge) AND Competitive Paper: <i>Integrating AACSB Societal Impact Standards into Marketing Courses</i> - Shikha Upadhyaya (California State University, Los Angeles)*; Mine Üçok Hughes (California State University, Los Angeles); Rika Houston (California State University, Los Angeles)	Diplomat A
	Position Paper: <i>Lessons From Five Years of Immersive and Experiential Condensed Capstone Courses</i> - Angela M Hendershot (University of Kansas)* AND Position Paper: <i>Reading reflections to foster engagement</i> - Meegan Feori-Payne (CSUSM)*; Glen Brodowsky (CSU, San Marcos)	Diplomat B

	<p>Position Paper: <i>Teaching digital marketing through activism: Teaching activism through digital marketing</i> - Mark G. Staton (Western Washington University)*</p> <p>AND</p> <p>Position Paper: <i>How will creative AI change creative careers and marketing education?</i> - Charles A Lawry (Purdue University)*</p>	Embassy A
11:05am-11:30am	Break/Informal Networking	
11:30am-1:00pm	Business Lunch and Networking	Waterfront
1:05pm-2:05pm	<p>Sponsor: Hubro - Looking for an easy way to engage your students? Hubro's modern and easy-to-use Marketing Simulations get your students practicing marketing, and with a short setup time, we'll get you started within the same day. Stian Fyrand, Hubro Head of Marketing & Business Intelligence</p> <p>AND</p> <p>Competitive Paper: <i>Do We Trust Experts of the Wisdom of the Crowds? The Impact on Marketing Students of Online Product Ratings and Price on Consumer Products</i> - David Ackerman (California State University, Northridge)*; Jing Hu (Cal Poly Pomona); Barbara L. Gross (California State University, Northridge)</p>	Diplomat A
	<p>Special Session: <i>Marketing Metrics for Managers, a New Fully Online Course for MBA Students</i> - Gopala Ganesh (University of North Texas)*; Vicki B Eveland (Seattle Pacific University)</p>	Diplomat B

<p>2:10pm -3:10pm</p>	<p>Competitive Paper: Designing BrandY : European brand management as a game concept - Sabine Emad (HEG Geneva - HES-SO)*; Stephane Ganassali (Université Savoie Mont Blanc, France); Marta Grybs-Kabocik (University of Economics in Katowice); Diana Ionita (University of Bucharest); Justyna Matysiewicz (University of Economics in Katowice); Judit Papp (Budapest Business School, University of Applied Sciences, Department of Marketing and Commerce); Magdalena Platis (University of Bucharest); Francisco Suay Perez (University San Pablo CEU University CEU Cardenal Herrera); Lieven Theys (Hogeschool West-Vlaanderen Howest University College); Frederic Vlummens (Hogeschool West-Vlaanderen Howest University College) AND Sponsor: Interpretive Simulations: Practical ways to teach using our simulations. Learn best practices, solutions to common challenges, and how to align the simulation experience with your curriculum. Leave with actionable strategies to improve student performance and learning outcomes. Presenter: Tim Sams, Interpretive Simulations Director of Marketing</p>	<p>Diplomat A</p>
	<p>Special Session: <i>Incorporating Generative AI Technology in Marketing Education</i> - Catherine T Atwong (CSUF)*; Steven Chen (CSUF); Mehrnoosh Reshadi (California State University Fullerton)</p>	<p>Diplomat B</p>
	<p>Special Session: <i>Understanding the Evolution of Marketing Education by analyzing changes in Principles of Marketing Textbooks Over Time</i> - James Cross (University of Nevada)*; Steven Hartley (Denver University); John Schibrowsky (University of Nevada - Las Vegas)</p>	<p>Embassy A</p>

3:15pm - 4:15pm	<p>Competitive Paper: A Day in the Life of Marketing Pedagogy: VR Case Study with the Malibu Labor - Steven Bauer (Pepperdine University); Sarah Fischbach (Marketing Educators Association)*; Alice Labban (Pepperdine University); Lauren Haberstock (Pepperdine University); Natalie Schneider (Pepperdine University) AND</p> <p>Competitive Paper: <i>Encouraging Critical Thinking and Reflective Learning in Understanding AI Capabilities and Designing Improved Consumer AI Experiences</i> - Vladimir Pashkevich (St. Francis College)*</p>	Diplomat A
	<p>Position Paper: <i>The Transformation of Student Confidence and Satisfaction</i> - Meredith Williams (Saint Mary of the Woods College)* AND</p> <p>Sponsor: Mastering Marketing Principles - Chiranjeev Kohli</p>	Embassy A
	<p>Special Session: <i>Digital micro-credentialing in marketing education for career readiness</i> - "Elif Ozkaya (California State Polytechnic University, Pomona)*; Jun Myers (Cal Poly Pomona); Maha Ghosn (Cal Poly Pomona); Frank Bryant (Cal Poly Pomona); Olga Di Franco (Cal Poly Pomona)"</p>	Diplomat B
4:20pm- 5:20pm	<p>Competitive Paper: <i>Massive Open Online Courses and Marketing Education</i> - Samer Elhajar (National University of Singapore)*; Amal Mofleh (University of Balamand) AND</p> <p>Competitive Paper: <i>Strategic Coaching Model for FlexIT-Pro Online-based Competency-based Education Program</i> - Hideki Takei (Central Washington University)*; Luke Williams (Central Washington University); Peter Anthony (Central Washington University); Elizabeth Fountain (Central Washington University)</p>	Diplomat A
	<p>Position Paper: <i>ChatGPT and Artificial Intelligence-Assisted Writing Tools in Marketing Education: A Mixed Methods Study of Beliefs, Attitudes, and Adoption</i> - Khaled Aboulnasr (Florida Gulf Coast University)*; Chrissann Ruehle (Florida Gulf Coast University) AND</p> <p>Position Paper: Which Type of Branded Content Marketing Leads to Donor Engagment for Not-for-Profit Organizations: Non-hard sell or Hard-sell? - Christina N Kalberg (Point Loma Nazarene University)*</p>	Embassy A

	<p>Sponsor: Marketplace Simulations - Marketing simulations for every learner level—from first-year studies to MBA programs. Our simulations are as close as you can get to the real world without leaving the classroom. Gary Lewis, Customer Support Specialist, Marketplace Simulations</p> <p>AND</p> <p>Position Paper: <i>Investigation of the Different Methods of Teaching Sales Role Play</i> - Frank Veltri (Boise State University)*</p>	Diplomat B
5:20pm-6:00pm	Break/Informal Networking	
6:00pm-7:30pm	Friday Night Networking (heavy hors d'oeuvres)/dinner on your own	Waterfront

SATURDAY, APRIL 15

Time	Meeting/Participants	Location
7:00am-8:30am	Breakfast (Included with hotel stay)	
9:00am-12:00pm	Registration, Sponsor exhibition open & networking	Embassy Foyer
9:00am - 10:00am	<p>Competitive Paper: <i>Thinking and Feeling but Don't Make Me Work Hard! Exploring Student Engagement, Grade and Satisfaction with a Service-Learning Marketing Research Class</i> - Qin Sun (California State University, Northridge)*; David Ackerman (California State University, Northridge); Ning Fu (California State University Northridge)</p> <p>AND</p> <p>Competitive Paper: <i>Review of Financial Acumen Curricula in University Sales Center Alliance Full-Member Universities</i> - Edie A Wasyliszyn (St. Catherine University)*; Mary Thomas (St. Catherine University); Sally Adams (St. Catherine University); Julie B. Nelsen (Washington State University)</p>	Diplomat A
	<p>Position Paper: <i>Creating Content for Digital Story-Telling: Enhancing Marketing Pedagogy</i> - Sweetey Law (California State University, East Bay)*</p> <p>AND</p> <p>Sponsor: Mastering Marketing Principles - Chiranjeew Kohli</p>	Diplomat B

10:05am-11:05am	Special Session: Societal Good - Classroom Projects Across Universities - Sarah Fischbach (Marketing Educators Association)*; Rex Moody (Angelo State University); Tony Stovall (Indiana); Nicole Vowles (University of Denver)	Diplomat A
	Special Session: Serving First Generation Marketing Students - Olga Di Franco (Cal State Fullerton)*; Vicki B Eveland (Seattle Pacific University); Gary Karns (Seattle Pacific University)	Diplomat B
11:10am-12:10pm	Open/Networking	
12:15pm - 1:15pm	MEA Business Lunch	Waterfront

