

**2010 MMA Fall Educators' Conference**  
**Wednesday, Sept 29 to Friday, Oct 1, 2010 (as of 07-20-10)**

Wednesday, September 29, 2010

	Ambassador I	Ambassador II	Ambassador III
2:00-5:30	Registration Open - Ambassador Hallway		
3:00-3:55	<p>1.1 Panel – Rich Vaughan  <b><i>Bringing Sustainability to the Classroom</i></b>            Dave Gordon, University of St. Francis            Anne Hoel, University of Wisconsin – Stout            Scott Thorne – Southeast Missouri State U.            Rich Vaughan* – University of St. Francis</p>	<p>1.2 Refereed Papers – Larry Ruddell  <b><i>Making the Most of an International Faculty Development Program</i></b>            Rama Yelkur, U. of Wisconsin – Eau Claire            Brenda Bailey-Hughes, Indiana University            Laura Alderson, University of Memphis</p> <p><b><i>Faculty Internships: Who is Most Interested?</i></b>            Lori Lohman, Augsburg College            Samantha Gerhardson, Augsburg College            Amanda Sorenson, Augsburg College            Allison Grams, Augsburg College</p> <p><b><i>Reinventing the Old Kiosk Dispenser as the New Interactive: Student Case Writing</i></b>            Brian A. Vander Schee, Aurora University            Timothy Aurand, Northern Illinois University            Jennifer Iacovelli, Northern Illinois University            Jerry Jednoroz, Northern Illinois University            Jeffrey Bergren, Northern Illinois University            Lisa Keller, Northern Illinois University            Matthew Taylor, Northern Illinois University</p>	<p>1.3 Position Papers – Melissa Markley  <b><i>A Design Guide for Your Online Course</i></b>            Michelle B. Kunz, Morehead State University</p> <p><b><i>Wash, Rinse, Repeat: The Iterations Involved for the Students and the Professor in Using a Marketing Simulation</i></b>            Josh Johnson, Belmont University</p> <p><b><i>The Impact of an Experiential Simulation Exercise in a Principles of Marketing Class on Knowledge of Basic Accounting/Finance Principles</i></b>            William Wellington, University of Windsor            A.J. Faria, University of Windsor            David Hutchinson, University of Windsor            Maureen Gowing, University of Windsor</p>
4:05-5:00	<p>2.1 Special Panel – Judy Wiles  <b><i>The Role of MMA in Career Development</i></b>            John Cherry, Southeast Missouri State University            Larry Haase, University of Central Missouri            Michelle Kunz, Morehead State University            Judy Wiles*, Southeast Missouri State University</p>	<p>2.2 Refereed Papers – Uday Tate  <b><i>Learning by Doing: A Comparative Study of U.S. and International Students</i></b>            Robert D. Green, Lynn University            Farideh A. Farazmand, Lynn University</p> <p><b><i>A Tri-Continental Global Collegiate Marketing</i></b></p>	<p>2.3 Position Papers – Mary Donohue  <b><i>Active Learning: Meeting the Needs of Employers</i></b>            Jean M. Scheller-Sampson, McKendree U.</p> <p><b><i>Using Live Marketing Projects to Make</i></b></p>

		<p><b>Project – Reflections and Recommendations</b> Ina Freeman, Groupe Sup de Co, La Rochelle Peter Knight, University of Wisconsin – Parkside Irfan Butt, Lahore U. of Management Sciences</p> <p><b>Higher Education Branding: Importance of and Differences Between Private and Public University Students’ Views</b> Deborah F. Spake, University of South Alabama Eileen Wall Mullen, St. Mary’s University Mathew Joseph, St. Mary’s University Simon Wilde, Southern Cross University</p>	<p><b>Connections that Benefit Students, Local Organizations and University Reputation</b> Lynn Dailey, Capitol University</p> <p><b>A Three-Phase Approach for Effective Internships</b> Jeffrey B. Conner, Hanover College</p>
5:30-6:30	Manager’s Reception – Free drinks and snacks – Hotel Lobby Atrium		
6:30 – 9:00	Meet in Lobby, Walk to Dinner – Buca di Beppo		

Thursday, September 30, 2010

	<b>Ambassador I</b>	<b>Ambassador II</b>	<b>Ambassador III</b>
7:00-9:30	Free Breakfast - Hotel Lobby Atrium		
7:45-11:30	Registration Open – Ambassador Hallway		
8:00-8:55	<p>3.1 Panel – Don Jones  <b><i>Making Connections with Business</i></b>            Jeff Conner, Hanover College            Don Jones*, Luther College            Chad Milewicz, University of Southern Indiana            Renee Pfeifer-Luckett, U. of Wis. – Whitewater</p>	<p>3.2 Panel – Uday Tate  <b><i>Simulations and the Assessment of Learning</i></b>            David Hudson, Spalding University            Ellen Novar, Wilmington College            Michelle Reiss, Spalding University            Sam Robinson, Southern Illinois U. – Carbondale            Uday Tate*, Marshall University</p>	<p>3.3 Position Papers – Mark Neckes  <b><i>Student Marketing Presentations in a Symposium Format: A Value-Added Resume Builder for Tough Economic Times</i></b>            Ethan Christensen, U. of Wisconsin – Superior</p> <p><b><i>Personal Brand Marketing</i></b>            Michael Luthy, Bellarmine University            Patricia P. Carver, Bellarmine University</p> <p><b><i>What Engineers Need to Know About Marketing to Bring Successful Products to Market</i></b>            John Farris, Grand Valley State University            Paul M. Lane, Grand Valley State University</p>
8:55-9:20	Free Coffee, Late Breakfast - Hotel Lobby Atrium		
9:20-10:15	<p>4.1 Panel – Tim Graeff  <b><i>Creating Active Learning Initiatives</i></b>            Dawn Edmiston, St. Vincent College            Tim Graeff*, Middle Tennessee State University            Pam Kennett-Hensel, University of New Orleans            Mark Neckes, Johnson &amp; Wales University</p>	<p>4.2 Exhibitor – Bob Green  <b><i>Text, Cases, and Simulations: Creating the Perfect Solution for You and Your Students</i></b>            Mike Roche, Cengage</p>	<p>4.3 Refereed Papers – Sandy Sen  <b><i>Teaching Wally: A Theoretical Discussion of the Role of Apathetic Motivation in the Use of Business Technology</i></b>            Aneela Kahn, Otterbein College            Michael A. Levin, Otterbein College            Bruce C. Bailey, Otterbein College</p> <p><b><i>Bridging the Training Gap: College-to-Corporation Business Simulations</i></b>            Richard Rocco, DePaul University            Melissa Markley Rountree, DePaul University</p> <p><b><i>Graduate Student Versus Undergraduate Student Differences in Simulation Satisfaction</i></b></p>

			<p><b>and Perceived Learning: A Proposed Research Agenda</b>  Bradley W. Brooks, Queens U. of Charlotte  Timothy E. Burson, Queens U. of Charlotte  Steven M. Cox, Queens University of Charlotte</p>
10:25-11:20	<p>5.1 Panel – Paul Hensel  <b>Innovations in Teaching Business Ethics</b>  Mary Donohue, Dalhousie University  John Fraedrich, Southern Illinois U. - Carbondale  Paul Hensel*, University of New Orleans  Fred Hoyt, Illinois Wesleyan University</p>	<p>5.2 Special Panel – Pam Mickelson  <b>Active Learning Strategy: Brand Builder Matrix</b>  Bruce Bendinger, Copy Workshop  Jim Fisk, Morningside College  John Kolbo, Morningside College  Pam Mickelson*, Morningside College</p>	<p>5.3 Refereed Papers – Dorothy Pisarski  <b>A Qualitative Examination of University ‘Engagement’ Through the Lens of Business Executives</b>  Chad Milewicz, University of Southern Indiana  Sudesh Mujumdar, U. of Southern Indiana  Mohammed Khayum, U. of Southern Indiana</p> <p><b>The Disappearing Undergraduate Business Marketing Course</b>  Ellen S. Novar, Wilmington College</p> <p><b>Enhancing Marketing Courses with Live Case Consulting Projects</b>  Jeffrey B. Conner, Hanover College  John C. Riddick, Hanover College</p>
11:35-12:45	Lunch – Ambassador or Atrium Lobby - TBA		
1:00-1:55	<p>6.1 Panel – Peter Knight  <b>Using Virtual Environments to Foster Student Learning</b>  Glen Carwell, Aurora University  Peter Knight*, U. of Wisconsin – Parkside  Mandeep Singh, Western Illinois University  Carrie Trimble, Drury University</p>	<p>6.2 Exhibitor – Don Jones  <b>Best-Practices Marketing Simulation Teaching for New Users</b>  Randy Chapman, LINKS Simulations</p>	<p>6.3 Position Papers – Paul Lane  <b>Using Applied Course Projects at International Universities: Experiences in Two Countries</b>  Robert D. Green, Lynn University</p> <p><b>Active Learning Initiatives: Enables Competitive Success</b>  Roscoe Hightower, Jr., Florida A&amp;M University  Shannon Kirk, Florida A&amp;M University  Phillips Adebimpe, Florida A&amp;M University</p> <p><b>Fostering Team Building Through Creative Branding</b>  Michael Luthy, Bellarmine University</p>

			Patricia P. Carver, Bellarmine University
2:30-5:30	Indy Motor Speedway Outing, Free - Shuttle leaves Hotel at 2:30 and again at 3:00 Shuttle leaves Speedway at 4:30 and 5:00 Museum and track lap included	Options Within Walking Distance, Open til 5:00 Eiteljorg Museum \$8 Indiana State Museum \$7 NCAA Hall of Champions \$5	Options Within Walking Distance, Free Circle Centre Mall Monument Outdoor Plaza
5:30-6:30	Manager's Reception – Free drinks and snacks – Hotel Lobby Atrium		
6:30 – 10:00	Meet in Lobby, Walk to Dinner and Jazz Entertainment – Rock Bottom Brewery		

Friday, October 1, 2010

	<b>Ambassador I</b>	<b>Ambassador II</b>	<b>Ambassador III</b>
7:00-9:30	Free Breakfast - Hotel Lobby Atrium		
7:45-11:30	Registration Open - Ambassador Hallway		
8:00-8:55	<p>7.1 Panel – Cigdem Gurgur  <b><i>Using Value Chains to Integrate the Marketing and Operations Curriculums</i></b>            Alfred Guiffrida, Kent State University            Cigdem Gurgur*, IUPU - Fort Wayne            Becky Hochradel, Delta State University            Mike Messina, Gannon University</p>	<p>7.2 Special Panel – Stacey Hills  <b><i>Team Teaching Across Business Disciplines</i></b>            Tim Aurand, Northern Illinois University            Geoff Gordon, Northern Illinois University            Stacey Hills*, Utah State University            Shannon Peterson, Utah State University</p>	<p>7.3 Position Papers – Chris Dennison  <b><i>Business Ethics Instruction Innovations: A Transformational Leadership Approach</i></b>            Larry Ruddell, Belhaven University</p> <p><b><i>Students Improve Sustainability Thinking</i></b>            Paul M. Lane, Grand Valley State University</p> <p><b><i>Student Perceptions of Using Mind Maps in Higher Education</i></b>            Dave Dulany, Aurora University</p>
8:55-9:20	Free Coffee, Late Breakfast - Hotel Lobby Atrium		
9:20-10:15	<p>8.1 Panel – Dave Dulany  <b><i>Using Simulations Successfully for Integrative Learning</i></b>            Dave Dulany*, Aurora University            A.J. Faria, University of Windsor            Janie Gregg, University of West Alabama            William Wellington, University of Windsor</p>	<p>8.2 Exhibitor – Larry Haase  <b><i>Title TBA</i></b>            Molly Meiners, Pearson</p>	<p>8.3 Refereed Papers – Zafar Bokhari  <b><i>Using Social Media as a Doorway to Business Networks</i></b>            Don Jones, Luther College</p> <p><b><i>Ten of Your Friends Like This: Brand Related Word-of-Mouth on Facebook</i></b>            Ryann Reynolds-McInay, Penn State U. – Harrisburg            Zinaida Taran, Penn State U. – Harrisburg</p> <p><b><i>The Case of the Compromised Case: How the Online Posting of Case Solutions Killed off Black and Decker (A) and Other Great Marketing Cases</i></b>            Mike McCardle, Western Michigan University</p>
10:25-11:20	<p>9.1 Panel – Rama Yelkur  <b><i>Peer Observation &amp; Evaluation of Teaching</i></b></p>	<p>9.2 Panel – Dorothy Pisarski  <b><i>Technology: Best Practices as a Classroom</i></b></p>	<p>9.3 Refereed Papers – Anne Christo-Baker  <b><i>Integrated Pricing Strategy: A Corollary to</i></b></p>

	Russell Casey, Pennsylvania State U. - Scranton Larry Haase, University of Central Missouri Michael Levin, Otterbein College Rama Yelkur*, U. of Wisconsin - Eau Claire	<b>Companion</b> Kathy Bohley, University of Indianapolis Stacey Hills, Utah State University Pam Mickelson, Morningside College Dorothy Pisarski*, Drake University	<b>Integrated Marketing Communications</b> Brian A. Vander Schee, Aurora University Timothy Aurand, Northern Illinois University Sylvia Suszek, Northern Illinois University Air Bastarrica, Northern Illinois University Chidi Asiegbu, Northern Illinois University Brian Butler, Northern Illinois University  <b>Using Personality Profiling to Create Project Teams</b> Deidre M. Pettinga, University of Indianapolis Jerry Flato, University of Indianapolis  <b>Assessing Critical Thinking in a Principles of Marketing Course</b> Lisa M. Lindgren, St. John's University
11:35-12:45	Meet in Lobby, Walk to Lunch –	Champps Americana	
1:00-1:55	10.1 Panel – Deborah DeLong <b>Toward Deeper Understandings of Sustainability: Appealing to Multiple Perspectives in Teaching and Research Practice</b> Deborah DeLong*, Chatham University Renee Gravois Lee, Sam Houston State U. Maggie McDermott, U. of Wisconsin – LaCrosse Patricia Todd, Western Kentucky University	10.2 Panel – Stan Osweiler <b>Innovations in Teaching Entrepreneurship</b> Brian Hanlon, North Central College Paul Lane, Grand Valley State University Dena Lieberman, Alverno College Stan Osweiler*, University of Indianapolis	10.3 Position Papers – Pam Mickelson <b>Advantages in the Marketing of For-Profit vs. Non-Profit Higher Education Institutions</b> Katherine A. Reynolds, National American U. Melody Alexander, Ball State University Rod Davis, Ball State University  <b>Role of Universities in Market, Product, and Business Development: An Entrepreneurial Macro Approach for Community Development by Adopting Micro Strategies</b> Zafar Bokhari, Chicago State University  <b>Integrating Teaching, Scholarship, and Service with Consulting Research</b> Larry DeGaris, University of Indianapolis Deidre Pettinga, University of Indianapolis
2:05-3:00	11.1 Panel – Dale Varble <b>Addressing Student Anxiety: Quantitative</b>	11.2 Exhibitor – Paulette Edmunds <b>Title TBA</b>	11.3 Refereed Papers – Cigdem Gurgur <b>Blending Academia and Experiential Learning:</b>

	<p><b>Analysis and Class Presentations</b>  Jon Hawes, Indiana State University  Bill Redmond, Indiana State University  Dale Varble*, Indiana State University  (Student), Indiana State University</p>	<p>Tori Patterson, The Magellan Exchange</p>	<p><b>Developing a Career Intervention for the Millennial Generation</b>  Chris Dennison, Youngstown State University  Leigh Ann Waring, Youngstown State University</p> <p><b>Implementing Experiential Learning Through Inter-disciplinary Collaboration</b>  Sandipan Sen, Southeast Missouri State U.  Peter Chanthanakone, SE Missouri State U.</p> <p><b>UAIDAS: Approaching the Class with a Little Marketing</b>  Paul M. Lane, Grand Valley State University  John P. Farris, Grand Valley State University</p>
3:10-4:05	<p>12.1 Panel – Deborah Owens  <b>Active Learning Initiatives: Games and Competitions</b>  Joanne Leoni, Johnson &amp; Wales University  John Mello, Arkansas State University  Deborah Owens*, University of Akron  Brian Tallion, University of Akron</p>	<p>12.2 Refereed Papers – Michael Levin  <b>On-Line Survey Software and Teaching Marketing Research</b>  Philip M. Hurdle, Elmira College</p> <p><b>Student Perceptions of Peer Evaluation in a Marketing Capstone Class</b>  Maggie McDermott, U. of Wisconsin – LaCrosse  Gwen Achenreiner, U. of Wisconsin – LaCrosse</p> <p><b>The Effect of Ratings Scales on Systematic Differences Between Students and Non-Students in Survey Research</b>  Tao Guo, Michigan Technological University  Robert E. Mark, Michigan Technological U.  Junhong Min, Michigan Technological University</p>	<p>12.3 Position Papers – Stan Osweiler  <b>Service Learning and Community Partners in the Finance Course</b>  Michelle C. Reiss, Spalding University  Frances A. Ford, Spalding University</p> <p><b>The Value of Service-Learning: Providing a Meaningful Educational Experience Post-Katrina</b>  Pamela A. Kennett-Hensel, U. of New Orleans</p> <p><b>Making Connections: Building Community-Campus Partnerships Through Service Learning in a Management Course</b>  E. Anne Christo-Baker, Purdue U. - North Central</p>
4:30-6:00	Board Meeting – Ambassador I		
5:30-6:30	Manager’s Reception – Free drinks and snacks –	Hotel Lobby Atrium	
6:30 – 9:00	Board Dinner - Meet in Lobby, Walk to Dinner –	Weber Grill	