



DAY 1	WORKSHOP SESSIONS		COMPETITION SESSION	
<b>10/13/2021</b> <b>12:30 PM – 1:00 PM Central</b> <b>MMA WELCOME &amp; INTRODUCTION</b> <i>Q&amp;A Session on Maneuvering the Whova App</i>				
<b>10/13</b> <b>1:00 PM</b> <b>- 3:50</b> <b>PM</b> <b>Central</b>	Workshop - WS 1  <b>INCORPORATING DEI IN THE MARKETING CURRICULUM</b> <i>Sponsored by Cengage</i>  Nakeisha S. Lewis, Univ. of St. Thomas Eric Rhiney, Webster Univ. Dalila Salazar, Louisiana State Univ. - Shreveport *Brian A. Vander Schee, Indiana Univ. - Indianapolis	Workshop - WS 2  <b>26<sup>TH</sup> ANNUAL JACOBS &amp; CLEVENGER CASE WRITERS' WORKSHOP</b>  Susan K. Jones, Ferris State Univ. J. Steven Kelly, DePaul Univ.  <b>The Great Resignation</b> <b>Rethinking Teams for Now and the Future</b> Keynote Speaker, Ron Jacobs  <i>Agati: Using Data Analysis to Define the Marketing Mix for Sustainable Luxury Apparel</i> Blodwen Tarter, Golden Gate University and Nabanita Talukdar, Hult International Business School  <b>Pret-A-Manager: Where did Everyone Go? (...And When Are They Coming Back?... And Who's Coming Back?)</b> Jan Owens, Carthage College  <b>Theranos: A Drop of Blood, a Cascade of Harm (an Agency Marketing Ethics Case)</b> MaryBeth McCabe, Point Loma Nazarene Univ. and Matthew Fisher, San Francisco State Univ.  <b>Raise Craze Case Study: How a Small Player Can Succeed in a Well-Established Offline and Online Fundraising Market</b> Bela Florenthal, William Paterson Univ.	Workshop - WS 3  <b>TOOLS AND TECHNOLOGIES FOR TEACHING DIGITAL MARKETING V: DIVERSE PERSPECTIVES ON ENGAGED LEARNING IN THE DIGITAL MARKETING CLASSROOM</b>  Janna Parker, James Madison Univ. Wes Pollitte, St. Edward's Univ. Holly Syrdal, Texas State Univ. *Debra Zahay Blatz, St. Edward's Univ.	Competition - C 1  1:00 PM - 2:20 PM  <b>OUTSTANDING TEACHER-SCHOLAR DOCTORAL STUDENT COMPETITION</b> <b><i>Sponsored by StratX Simulations</i></b>  <u>Coordinator:</u> *Lauren Beitelspacher, Babson College <u>Finalists:</u> Ashley Hass, Texas Tech Univ. Tyler Milfeld, Univ. of Tennessee, Knoxville Louis Zmich, Louisiana Tech Univ. <u>Judges:</u> Stefanie Boyer, Bryant Univ. Adam Mills, Loyola Univ. New Orleans Obinna O. Obilo, Central Michigan Univ.
				<b>EXHIBITOR SESSION</b>  Exhibitor - E 1  2:30 PM - 3:50 PM  <b>PEARSON EDUCATION Focus Group</b> (by invitation only) <i>Krista Mastroianni</i>
<b>10/13/2021</b> <b>4:00 PM – 5:00 PM Central</b> <b>MMA Cocktail Hour</b> <i>Come network and engage in discussion with your fellow academics.</i>				

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**2021 Fall Educators' Conference Program**  
**Thursday, October 14, 2021**  
 (Central Time Zone)

DAY 2	SPECIAL SESSION	COMPETITION SESSION	REFEREED SESSION	PANEL SESSION	EXHIBITOR SESSIONS	EXHIBITOR SESSION
<b>10/14/2021</b> <b>8:30 AM – 9:00 AM Central</b> <b>MMA MORNING COFFEE</b> <i>Q&amp;A Session on Maneuvering the Whova App</i>						
<b>10/14</b> <b>9:00 AM</b> <b>- 9:50</b> <b>AM</b> <b>Central</b>	Special Session SSF21-8  <b>HOW CAN WE GET EXPERIENCE IF YOU WON'T HIRE US WITHOUT EXPERIENCE?</b>  Adriana Boveda-Lambie, Bridgewater State Univ. Kate Eaton, Arizona State Univ. *Detra Y. Montoya, Arizona State Univ. Elise Riker, Arizona State Univ.	Competition - C 2  9:00 AM - 10:20 AM  <b>TEACHING INNOVATION COMPETITION</b> <b>Sponsored by Wessex Press</b>  <u>Co-Coordinators:</u> *Theresa B. Clarke, James Madison Univ. Barbara Ross Wooldridge, Univ. of Texas at Tyler <u>Finalists:</u> Peg Murphy, Columbia College, Chicago Brian A. Vander Schee, Indiana Univ.-Indianapolis Demetra Andrews, Indiana Univ.-Indianapolis Tony Stovall, Indiana Univ.-Indianapolis Haithem Zourring, Kent State Univ. <u>Judges:</u> Elliot Manzon, Univ. of Cincinnati Brooke Reavey, Dominican Univ. Cindy Rippe, Univ. of Northern Georgia Ann Veeck, Western Michigan Univ. Kai-Yu Wang, Brock Univ.	Refereed Session REF 01  <b>CREATIVITY IN PROGRAM &amp; CURRICULAR DEVELOPMENT</b>  Refereed Paper - REFF21-4 <b>Rethinking Online Marketing Education: Process as a Critical Strategic Consideration</b> Adam Mills, Loyola Univ. New Orleans Louis Zmich, Louisiana Tech Univ. Karen Robson, Univ. of Windsor  Refereed Paper - REFF21-6 <b>A Study of an Undergraduate Marketing Degree Program: Opportunities for Collaborative, Inviting, and Inclusive Higher Education Practices</b> Henry Roehrich, Park Univ. Julie Grabanski, Univ. of North Dakota Nicholas Miceli, Park Univ.	Panel Session PANF21-8  <b>INNOVATIVE LEARNING STRATEGIES OR ACTIVITIES</b> Soebin Jang, Augsburg Univ. Lori L. Lohman, Augsburg Univ. Mary Beth McCabe, Point Loma Nazarene Univ. *Catherine Mezera, West Virginia Univ.	Exhibitor - E 2  9:00 AM - 9:25 AM  <b>MASTER MARKETING PRINCIPLES</b> Chiranjeev Kohli  Exhibitor - E 3  9:30 AM - 9:55 AM  <b>CENGAGE</b> <b>Introducing Cengage Infuse for Simple Course Set-up in your LMS</b> Christine Rocco Anthony Winslow	Exhibitor - E 4  9:00 AM - 9:50 AM  <b>STUKENT</b> <b>Empathy as the Driver in 'Diversity for a New Decade'</b> Terry Sullivan

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DAY 2		COMPETITION SESSION	REFEREED SESSION	POSITION SESSION	EXHIBITOR SESSIONS
10/14 10:00 AM - 10:50 AM Central	NO SESSION	Competition - C 2  9:00 AM - 10:20 AM  <b>TEACHING INNOVATION COMPETITION Sponsored by Wessex Press</b>  <i>(continues)</i>	Refereed Paper Session REF 02  <b>DEI &amp; CROSS-CULTURAL MARKETING</b>  Refereed Paper - REFF21-2 <b>An Investigation of the Relationship Between Academic Institutional Characteristics and DEI</b> *Pamela Harper, Marist College Amy Wysocki, Marist College  Refereed Paper - REFF21-9 <b>A Regional Comparison of Gender Bias in Entry-Level Business Job Postings</b> Mary Thomas, St. Catherine Univ. Julie Nelsen, St. Catherine Univ. Edie Wasyliszyn, St. Catherine Univ. Sally Adams, St. Catherine Univ.	Position Paper Session POS 03  <b>LEARNING STRATEGIES</b>  Position Paper - POSF21-5 <b>Teaching About Marketing and Death – How Much is Too Much?</b> Brent McKenzie, Univ. of Guelph  Position Paper - POSF21-8 <b>Success in Active Learning May Depend Directly on the Motivation of Undergraduate Students: An Examination of Results of Marketing Courses Across Three Different Higher Education Institutions for Undergraduate Studies</b> *Aninda Shome, Alfred Univ.  Position Paper - POSF21-12 <b>Changes to Online Teaching Management During COVID-19</b> Randa Zalman, Bellevue Univ. Dale Mancini, Saint Leo Univ.	Exhibitor - E 5  10:00 AM - 10:25 AM  <b>MBTN ACADEMY</b> Stu James
		Exhibitor - E 6  10:30 AM - 10:55 AM  <b>INTERPRETIVE SIMULATIONS</b> <i>Learn by doing: marketing concepts come alive with simulations</i> Laura Arnold Tim Sams			
DAY 2	SPECIAL SESSION	PANEL SESSION	PANEL SESSION	PANEL SESSION	EXHIBITOR SESSIONS
10/14 11:00 AM - 11:50 AM Central	Special Session SSF21-6  <b>BUILDING A SENSE OF INCLUSION IN THE CLASSROOM: THE ROLE OF A LEARNING COMMUNITY</b>  Craig Davis, Ohio Univ. *Catherine Mezera, West Virginia Univ. Amy Teller, The College of William & Mary	Special Session SSF21-5  <b>UTILIZING GAMIFICATION TO EDUCATE TOMORROWS BUSINESS LEADERS</b>  *Rachel Lundbohm, Univ. of Minnesota Crookston Craig Miller, Univ. of Minnesota Crookston	Panel Session PANF21-21  <b>TRANSITIONING FROM INDUSTRY TO ACADEMIA</b>  *Beth Egan, Syracuse Univ. Karl Giulian, Atlantic Cape Community College Teddi Joyce, Jacksonville State Univ. Randa Zalman, Bellevue Univ.	Panel Session PANF21-22  <b>STUDY ABROAD AS EXPERIENTIAL LEARNING</b>  Satarupa Banerjee, The Univ. of Findlay Nabarun Ghose, Univ. of Findlay *Daniel Rajaratnam, Univ. of Texas at Dallas	Exhibitor - E 2  11:00 AM - 11:25 AM  <b>MASTER MARKETING PRINCIPLES</b> Chiranjeev Kohli
	Exhibitor - E 7  11:30 AM - 11:55 AM  <b>HUBRO EDUCATION MARKETING SIMULATIONS</b> <i>How you can use Hubro's marketing simulation to assess your students</i> Janet Parish, Texas A&M University Ahmer Saeed Esme Brandal-Canns				
<b>10/14/2021 12:00 PM - 1:00 PM Central LUNCH BREAK</b>					

DAY 2	SPECIAL SESSION	PANEL SESSION	PANEL SESSION	POSITION SESSION	REFEREED SESSIONS	EXHIBITOR SESSIONS
10/14 1:00 PM - 1:50 PM Central	Special Session SSF21-3  <b>HOW TO INTRODUCE  STUDENTS TO DIVERSE  POPULATIONS AND  COMMUNITY  CITIZENSHIP USING  CLIENT-BASED PROJECTS</b> Len Harmon, Nichols College Lexi Hutto, Millersville Univ. Kristy McManus, Univ. of Georgia *Lori Elias Reno, The Pennsylvania State Univ.	Panel Session PANF21-9  <b>INNOVATIVE  MARKETING COURSE  TOPICS</b>  Nathan David, John Carroll Univ. Craig Gordon, Lehigh Univ. Becky Hochradel, Transylvania Univ. *Vivek Madupu, Indian Institute of Management Visakhapatnam	Panel Session PANF21-2  <b>ALIGNING LEARNING  OUTCOMES WITH  INDUSTRY NEEDS</b> *Jennifer Osbon, Univ. of Georgia Donald P. Roy, Middle Tennessee State Univ. Brian Vander Schee, Indiana Univ. - Indianapolis Pengyuan Wang, Univ. of Georgia	Position Paper Session POS 02  <b>SOCIAL MEDIA, DIGITAL  MARKETING &amp; VIRTUAL  REALITY</b>  Position Paper - POSF21-10 <b>Virtual Reality:  Revolutionizing Integrated  Marketing Communications</b> *Hannah Walters, Northern State Univ.  Position Paper - POSF21-11 <b>Involving Students in  Research, a Win-Win  Experience</b> Elham Yazdani, Univ. of Georgia  Position Paper - POSF21-15 <b>Hands-on Social Media  Campaign Exercise Promoting  the College</b> Zinaida Taran, Delta State Univ. Lisa Cooley, Delta State Univ.	Refereed Paper Session REF 03 <b>ADVERTISING &amp; SOCIAL  MEDIA</b>  Refereed Paper - REFF21-5 <b>Best Paper Award  Winner</b> <u>Sponsored by Hubro  Education</u> <b>Understanding the Role of  Visual Anchoring With Product  Image in Ad Effectiveness of  Replacement Visual Rhetorics</b> *Praggyan Mohanty, Governors State Univ.  Refereed Paper - REFF21-8 <b>Roasting versus Boasting:  Evaluating the Underlying  Mechanisms that Impact the  Persuasiveness of Brand's  Roasting and Boasting Twitter  Posts</b> Sphurti Sewak, Florida International Univ. William F. Humphrey Jr., Florida International Univ.	Exhibitor - E 8  1:00 PM - 1:50 PM  <b>WESSEX PRESS</b> <b>SMS: The sales management  simulation. Bringing reality to  your classroom</b> Carelle Bassil
	DAY 2  10/14 2:00 PM - 2:50 PM Central	Special Session SSF21-7  <b>OK BUT... HOW?! TIPS,  TRICKS AND TACTICS  FOR ONLINE AND  HYBRID EDUCATION</b>  Stefanie Boyer, Bryant Univ. Colin Campbell, Univ. of San Diego April Kemp, Southeastern Louisiana Univ. *Adam Mills, Loyola Univ. New Orleans Obinna Obilo, Central Michigan Univ. Karen Robson, Univ. of Windsor	Panel Session PANF21-20  <b>SOCIAL MEDIA METRICS  AND ANALYTICS</b>  Vasu Unnava, Univ. of California, Davis Ben Wright, American Univ. *Elham Yazdani, Univ. of Georgia Debra Zahay-Blatz, St. Edward's Univ.	Panel Session PANF21-5  <b>EFFECTIVE USE OF  EXPERIENTIAL  LEARNING</b>  *Jean Beaupre, Nichols College Soni Simpson, Elmhurst Univ. Adrienne Wallace, Grand Valley State Univ. Hannah Walters, Northern State Univ.	Position Paper Session POS 04  <b>ETHICS &amp;  PROFESSIONALISM</b>  Position Paper - POSF21-9 <b>Marketing Professionalism:  Can We Measure It?</b> Joyce Shotick, Judson Univ.  Position Paper - POSF21-14 <b>One More Look at Cheating  and Honor Codes</b> *Zinaida Taran, Delta State Univ. Conrad Puozaa, Delta State Univ.	Exhibitor - E 9  2:00 PM - 2: 25 PM  <b>StratX SIMULATIONS</b> Nadia Stoyanova-Lyttle Jesica Zelek  Exhibitor - E 10  2:30 PM - 2:55 PM  <b>MARKETPLACE  SIMULATIONS</b> Ernest Cadotte
DAY 2	SPECIAL SESSION	PANEL SESSION	PANEL SESSION	POSITION SESSION	EXHIBITOR SESSIONS	COMPETITION SESSION

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10/14  
3:00 PM -  
3:50 PM  
Central

Special Session  
SSF21-2

**INTEGRATING EMERGING  
TECHNOLOGIES AND  
CERTIFICATIONS INTO SALES  
AND MARKETING CLASSES  
WITHOUT SACRIFICING  
COURSE OUTCOMES OR  
STUDENT ENGAGEMENT**

\*Elizabeth Carey,  
Johnson & Wales Univ.  
Diane Santurri,  
Johnson & Wales Univ.

Panel Session  
PANF21-10

**INTEGRATING STUDENT  
ORGANIZATION AND  
COMPETITIONS INTO THE  
CURRICULUM**

\*M. Dee Guillory,  
Winston-Salem State Univ.  
Margaret A (Peg) Murphy,  
Columbia College Chicago  
Kevin Trowbridge, Belmont Univ.

Panel Session  
PANF21-1

**ACTIVE LEARNING  
TECHNIQUES AND  
ASSESSMENT**

Hyeong-Gyu Choi, Augustana College  
Kristen Maceli, Pittsburg State Univ.  
Alexander Redlein, Technische  
Universität Wien  
\*Zinaida Taran, Delta State Univ.

Position Paper Session  
POS 06

**MARKETING EDUCATION**

Position Paper - POSF21-13  
***Innovations in the Online Retail  
Business During the Covid-19  
Pandemic***

Subir Bandyopadhyay,  
Indiana Univ. Northwest

Position Paper - POSF21-21  
***A Backwards – And Better –  
Approach to Teaching the SWOT  
Analysis***

\*David Aron, Dominican Univ.  
Laurence Minsky,  
Columbia College Chicago

Position Paper - POSF21-23  
***Project “Spread Kindness”***  
Bela Florenthal,  
William Paterson Univ.

Competition - C 3

2:30 PM - 3:50 PM

**MASTER TEACHER  
COMPETITION  
Sponsored by Interpretive  
Simulations**

**(continues)**

Coordinator:  
Don Roy,

Middle Tennessee State Univ.

Finalists:

Vassilis Dalakas,  
Cal State Univ., San Marcos  
Dinakar Jayarajan,

Illinois Institute of Technology  
Michael Levin, Otterbein Univ.

Judges:

Tim Graeff,

Middle Tennessee State Univ.

Jane Manchin, Radford Univ.

Chad Milewicz,

Univ. of Southern Indiana  
Michael Messina, Gannon Univ.

Lyle Wetsch, Memorial Univ. of  
Newfoundland

10/14/2021

4:00 PM – 5:30 PM Central

MMA BOARD MEETING



**2021 Fall Educators' Conference Program**  
**Friday, October 15, 2021**  
 (Central Time Zone)

DAY 3	SPECIAL SESSION	PANEL SESSION	SPECIAL SESSION	POSITION SESSION	EXHIBITOR SESSIONS
<b>10/15</b> <b>8:30 AM – 9:00 AM Central</b> <b>MMA MORNING COFFEE</b> <i>Q&amp;A Session on Maneuvering the Whova App</i>					
<b>10/15</b> <b>9:00 AM - 9:50 AM</b> <b>Central</b>	Special Session SSF21-1  <b>“STUDENTS: IF YOU’RE NOT NETWORKING, YOU’RE NOT WORKING”</b>  Julia Cronin-Gilmore, Bellevue Univ. *Jeananne Nicholls, Slippery Rock Univ. Debika Sihi, Southwestern Univ.	Panel Session PANF21-14  <b>MANAGING GROUP PROJECTS OR PRESENTATIONS</b>  John Crane, Belmont Abbey College Michael Messina, Gannon Univ. *Henry Roehrich, Park Univ. Christina Sparks, Univ. of Mississippi	Special Session SSF21-4  <b>GETTING OUT: EXIT STRATEGIES AT VARIOUS STAGES IN YOUR CAREER</b>  Tara Gerstner, Illinois Wesleyan Univ. Becky Hochradel, Transylvania Univ. *Frederick Hoyt, Illinois Wesleyan Univ. Stephanie Jacobsen, Bridgewater State Univ. Gavin Leach, Illinois Wesleyan Univ. Lori Lohman, Augsburg Univ.	Position Paper Session POS 01  <b>DEI &amp; CROSS-CULTURAL</b>  Position Paper - POSF21-2 <b>Marketing Mental Wellness as a Key Differentiator for College Admissions</b> *S. Paige Gardiner, Southern Utah Univ. Holly Hapke, Univ. of Kentucky  Position Paper - POSF21-3 <b>Teaching Critically: Utilizing History to Explore and Examine How Diversity Impacts Marketing</b> Bryan Greenberg, Elizabethtown College  Position Paper - POSF21-4 <b>What We Value &amp; Practice – A Comparative Analysis of Doctoral Leadership Student’s Responses in 2013-16 and Today</b> Paul Kotz, Saint Mary’s Univ. of Minnesota	Exhibitor - E 2  9:00 AM - 9:25 AM  <b>HUBRO EDUCATION MARKETING SIMULATIONS</b> <b>How Hubro's customizable simulations can perfectly fit your course</b> Scott Griffith, Briarcliff University <i>Ahmer Saeed</i> <i>Esme Brandal-Canns</i>
					Exhibitor - E 5  9:30 AM - 9:55 AM  <b>INTERPRETIVE SIMULATIONS</b> <b>Learn by doing: marketing concepts come alive with simulations</b> <i>Laura Arnold</i> <i>Tim Sams</i>

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DAY 3	SPECIAL SESSION	PANEL SESSION	REFEREED SESSION	PANEL SESSION	EXHIBITOR SESSIONS
<b>10/15</b> <b>10:00 AM</b> <b>- 10:50</b> <b>AM</b> <b>Central</b>	Panel Session PANF21-18  <b>PLANNING AND            IMPLEMENTING            SIMULATION-BASED            LEARNING</b>  *Rachel Lundbohm, Univ. of Minnesota Crookston Sajna Razi, Univ. of Illinois at Chicago Jamie Ward, Eastern Michigan Univ.	Panel Session PANF21-15  <b>ONLINE TEACHING            TECHNIQUES</b>  Janice Blankenburg, Univ. of Wisconsin-Milwaukee Susan Baxter, LIM College *Sarah Mittal, St. Edward's Nisha Ray Chaudhuri, Webster Univ.	Refereed Session REFP04  <b>MARKETING EDUCATION</b>  Refereed Paper - REFF21-10 <b>Gathering in Place: Marketing            Educator Motivations to Participate            in Virtual and In-Person Professional            Meetings</b> *Brian Vander Schee, Indiana Univ. - Indianapolis Debbie DeLong, Chatham Univ.  Refereed Paper - REFF21-12 <b>An Assessment of a Retailing            Management Multiple-Choice            Question Bank Taxonomy</b> John Dickinson, Univ. of Windsor, Canada	Panel Session PANF21-23  <b>FOSTERING STUDENT            CREATIVITY IN MARKETING            EDUCATION</b>  AnneMarie Dorland, Mount Royal Univ. Renee Gravois, Sam Houston State Univ. Candice Hollenbeck, Univ. of Georgia Paul M. Lane, Grand Valley State Univ.	Exhibitor - E 4  10:00 AM - 10:25 AM  <b>MBTN ACADEMY</b> <i>Stu James</i>
	Exhibitor - E 3  10:30 AM - 10:55 AM  <b>CENGAGE</b> <b>Adapt Your Course to Any Model            With MindTap from Cengage</b> <i>Courtney Pham,            Missouri State University</i>				
<b>10/15/2021</b> <b>11:00 AM - 12:15 PM Central</b> <b>AWARDS SESSION</b>  <b>MMA Marketing Innovator Award</b> Michael Brady, Florida State University  <b>Outstanding Teacher-Scholar Doctoral Student Award (Sponsored by StratX Simulations)</b>  <b>Teaching Innovation Competition (Sponsored by Wessex Press)</b>  <b>Master Teacher Competition (Sponsored by Interpretive Simulations)</b>  <b>Best Refereed Paper (Sponsored by Hubro Education)</b> Praggyan Mohanty, Governors State University <i>Understanding the Role of Visual Anchoring With Product Image in Ad Effectiveness of Replacement Visual Rhetorics</i>  <b>MMA Fellows Presentation</b>  <b>12:15 PM - 1:00 PM Central</b> <b>LUNCH BREAK</b>					

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10/15 1:00 PM - 1:50 PM Central	<p>Panel Session PANF21-12</p> <p><b>INTEGRATING TECHNOLOGY INTO MARKETING EDUCATION</b></p> <p>*Kim Donahue, Indiana Univ. - IUPUI Chris Huseman, Liberty Univ. Julio Rivera, Carroll Univ. Scott Squires, Ferris State Univ.</p>	<p>Panel Session PANF21-6</p> <p><b>INCORPORATING ETHICS AND SOCIAL RESPONSIBILITY INTO THE CURRICULUM</b></p> <p>Bryan Greenberg, Elizabethtown College *Karen Mishra, Campbell Univ. Paul Radich, The Catholic Univ. of America Pam Richardson-Greenfield, Radford Univ.</p>	<p>Panel Session PANF21-13</p> <p><b>EFFECTIVE STRATEGIES FOR TEACHING MARKETING</b></p> <p>*Tamrakar Chanchal, Georgia Southern Univ. Kimberly Powell, Southern Univ. and A&amp;M College Joyce Shotick, Judson Univ. Chris Ward, Univ. of Findlay</p>	<p>Position Paper Session POS 07</p> <p><b>RECRUITING &amp; PROFESSIONAL DEVELOPMENT</b></p> <p>Position Paper - POSF21-1 <i>Brand Equity: A Valuable Tool for Recruiting in Manufacturing</i> Kristi Bockorny, Northern State Univ.</p> <p>Position Paper - POSF21-20 <i>Increasing MBA Enrollment Post-Covid: US success in critical markets</i> Nabarun Ghose, Univ. of Findlay</p> <p>Position Paper - POSF21-22 <i>Experiential "Internships" for Faculty: A Visiting Professor Program (VPP) Teaching Innovation</i> Nan Nicholls, Slippery Rock Univ.</p>	<p>Exhibitor - E 9</p> <p>1:00 PM - 1:25 PM</p> <p><b>MARKETPLACE SIMULATIONS</b> Ernest Cadotte</p>
	<p>Exhibitor - E 8</p> <p>1:30 PM - 1:55 PM</p> <p><b>StratX SIMULATIONS</b> Nadia Stoyanova-Lyttle Jessica Zelek</p>				
DAY 3	PANEL SESSION	PANEL SESSION	PANEL SESSION	POSITION SESSION	PANEL SESSION
10/15 2:00 PM - 2:50 PM Central	<p>Panel Session PANF21-24</p> <p><b>ADVANCES IN TEACHING NON-PROFIT MARKETING</b></p> <p>*Chico Adhibaskara Ekananda Hindarto, Indonesia Banking School Jamie Lambert, Ohio Univ. Karen Mishra, Campbell Univ. Pravat Surya Kar, Goa Institute of Management, Goa , India</p>	<p>Panel Session PANF21-17</p> <p><b>PLANNING AND EXECUTING CLIENT-BASED LEARNING PROJECTS 1</b></p> <p>Lee Hibbett, Freed-Hardeman Univ. Tricia Giannone McFadden, Saint Francis Univ. *Wesley Pollitte, St. Edward's Univ. Jaclyn Schalk, Univ. of Findlay</p>	<p>Panel Session PANF21-4</p> <p><b>EFFECTIVE USE OF EXPERIENTIAL LEARNING</b></p> <p>Emin Civi, Univ. of New Brunswick *Daniel Coleman, Schreiner Univ. Kevin McEvoy, Univ. of Connecticut Ursula Sullivan, Northern Illinois Univ.</p>	<p>Position Paper Session POS 05</p> <p><b>ONLINE TEACHING</b></p> <p>Position Paper - POSF21-6 <i>Engaging College of Business Students in the AoL Process for Marketing-Related Technical Business Knowledge</i> Chad Milewicz, Univ. of Southern Indiana Sabinah Wanjugu, Univ. of Southern Indiana</p> <p>Position Paper - POSF21-7 <i>Driven by Data: Increasing Student Performance by Increasing Class Attendance</i> Jane Saber, Ryerson Univ.</p>	<p>Panel Session PANF21-25</p> <p><b>BUSINESS CASE DEVELOPMENT AND DELIVERY</b></p> <p>Lubna Nafees, Appalachian State Univ. *Julie Nelsen, St. Catherine Univ. Eric F. Rhiney, Webster Univ. Takisha Toler, Stevenson Univ.</p>



DAY 3	PANEL SESSION	PANEL SESSION	PANEL SESSION	PANEL SESSION	PANEL SESSION
<p>10/15 3:00 PM - 3:50 PM Central</p>	<p>Panel Session PANF21-3</p> <p><b>DEVELOPING INTERNSHIPS OR INTERNATIONAL EXPERIENCES</b></p> <p>Mary Conran, Temple Univ. Mary Long, Pace Univ. Lucille Pointer, Univ. of Houston-Downtown *Dennis Sandler, Pace Univ.</p>	<p>Panel Session PANF21-16</p> <p><b>PLANNING AND EXECUTING CLIENT-BASED LEARNING PROJECTS 2</b></p> <p>Chris McCollough, Jacksonville State Univ. Eleri Rosier, Cardiff Univ. *Christina Sparks, Univ. of Mississippi Cheryl Veronda, Centenary Univeristy</p>	<p>Panel Session PANF21-11</p> <p><b>INTEGRATING STUDENT ORGANIZATION AND COMPETITIONS INTO THE CURRICULUM</b></p> <p>*Alisa Agozzino, Ohio Northern Univ. Dana Connell, Columbia College Chicago Adriane Grumbein, Univ. of Kentucky Sarah Whitley, Univ. of Georgia</p>	<p>Panel Session PANF21-7</p> <p><b>INNOVATIONS IN TEACHING GLOBAL MARKETING</b></p> <p>Frederick Hoyt, Illinois Wesleyan Univ. Basil Janavaras, Minnesota State Mankato *Sangwon Lee, Ball State Univ. Anna Pietraszek, Florida International Univ.</p>	<p>Panel Session PANF21-19</p> <p><b>EXAMPLES OF PERSONAL BRANDING ASSIGNMENTS IN SOCIAL MEDIA MARKETING</b></p> <p>*Sharmin Attaran, Bryant Univ. Steven Brewer, Carroll Univ. Ada Leung, Pennsylvania State Univ., Berks Nancy Richmond, Florida International Univ.</p>

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### **Cengage**

Cengage is the education and technology company built for learners. We embrace innovation to create affordable, quality learning experiences and are committed to providing unrivaled access and support for every learner. Visit [www.cengage.com](http://www.cengage.com). *Exhibitor Sessions: Thursday, 9:30-9:55 a.m. and Friday, 10:30-10:55 a.m.*

### **Hubro Education**

Hubro Education provides award-winning online business simulations that allow participants to practice business skills through experiential learning. Our current portfolio includes simulations for courses in business, marketing, accounting and finance. [hubro.education/en/](http://hubro.education/en/) *Exhibitor Sessions: on Thursday, 11:30-11:55 a.m. and Friday, 9:00-9:25 a.m.*

### **Interpretive Simulations**

Bring real-world experience into your classroom! Interpretive business simulations meet the demand for creating business leaders of today and tomorrow. Our simulations offer students a hands-on learning experience of making marketing decisions they would make in the real world. Demo our simulations at [www.interpretive.com](http://www.interpretive.com). *Exhibitor Sessions: Thursday, 10:00-10:25 a.m. and Friday, 9:30-9:55 a.m.*

### **Management by the Numbers (MBTN)**

MBTN is a self-paced, online learning system with over 50 modules for Marketing, Entrepreneurship, Strategy, Finance, HR, Accounting, and Statistics and Business Math. Each module consists of a straight-forward tutorial and four multi-question problem sets. MBTN also offers 5 marketing metrics certifications. Our goal is to help students learn business through practical problem-solving experience. Faculty evaluation IDs available upon request. Please visit us at [www.mbtn.academy](http://www.mbtn.academy). *Exhibitor Sessions: Thursday, 10:00-10:25 a.m. and Friday, 10:00-10:25 a.m.*

### **Marketplace Simulations**

Marketplace® Simulations is a family of over 30 marketing and business simulations designed for university business courses and executive business programs. Marketplace Simulations allow students to experiment with business strategies, test business ideas, and experience the consequences of their actions in a virtual business environment. As students apply the

theoretical knowledge they learned in your class to make strategic and tactical business decisions in the game, they develop skills critical to succeed in today's business world. [marketplace-simulation.com](http://marketplace-simulation.com) *Exhibitor Sessions: Thursday, 2:30-2:55 p.m. and Friday, 1:00-1:25 p.m.*

### **Master Marketing Principles**

We offer an innovative "videobook" for Principles of Marketing, which is proven to improve student learning, handily beats traditional textbooks in student satisfaction, and offers an off-the-shelf solution, so professors can adopt it on the fly. [mastermarketingprinciples.com/](http://mastermarketingprinciples.com/) *Exhibitor Sessions Thursday, 9:00-9:25 a.m. and Thursday, 11:00-11:25 a.m.*

### **StratX Simulations**

StratX Simulations, the makers of Markstrat and now Digital Markstrat and REVMANEX, are partners in experiential learning to higher education institution and corporations globally. [stratxsimulations.com/](http://stratxsimulations.com/) *Exhibitor Sessions: Thursday, 2:00-2:25 p.m. and Friday, 1:30-1:55 p.m.*

### **Stukent**

Stukent develops leading-edge internet marketing courseware in the cloud through real-world simulations, digital textbooks, expert mentoring sessions from proven industry professionals and much more. Stukent is used by over 1000 instructors in over 40 countries. [www.stukent.com](http://www.stukent.com) *Exhibitor Session: Thursday, 9:00-9:50 a.m.*

### **Wessex Press**

Wessex Press is a publisher of textbooks and other educational products including simulations, video books, webinars and more. Our catalog ranges from sales and marketing to social sciences and K-12 education. [wessexlearning.com/](http://wessexlearning.com/). *Exhibitor Session: Thursday, 1:00-1:50 p.m.*

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