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MMA Publications

*Journal for Advancement
of Marketing Education*
Matt Elbeck, Editor
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Marketing Management Journal
Don Roy, Editor
Michael Messina, Associate Editor
Tim Aurand, Special Section Editor

Marketing Insights
Deborah Owens, Co-Editor
Brian Vander Schee, Co-Editor



A Note from Our President

Dr. Mandeep Singh

Professor of Marketing, Western Illinois University
President, MMA

Hello and Best Wishes for a wonderful 2012!

On behalf of the Marketing Management Association, and as your president, I want to take this opportunity to thank each of you for your role in our organization. It is your involvement and continued support that have ensured our position as a leading association of marketing academics and practitioners. Our core values of pursuing academic excellence in an environment that nurtures and fosters camaraderie remain central to our being. Thank you to all who volunteered as well as participated in our Fall Educators Conference in St. Louis. With attendance at our Fall conference at 170, we are continuing our recent growth trend, surpassing Fall 2010 (125 attendees), as well as Fall 2009 (85 attendees). It is indeed my privilege to serve and be part of this organization and I once again thank each of you for your many contributions and hours of service,



A very, very special thank you to **Peter Gordon**, Professor, DBA, and 2011 MMA Fall Educators' Conference Chair. Peter hails from Southeast Missouri State University. For those not familiar Peter spearheaded the first MMA Fall Educators' Conference 16 years ago. From us newbies to the oldies **Cheers to Peter**, for helping us to focus on what truly is the most wonderful portion of our careers; imparting marketing knowledge to our future leaders! *Your peers salute you!*

Highlights from Fall Educators' Conference Wessex Press 1st Annual Teaching Innovation Competition

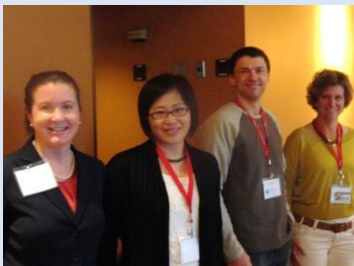
The Marketing Management Association Fall Educators' Conference was pleased to host the 1st annual Teaching Innovation Competition sponsored by Wessex Press (www.accesscapon.com) which specializes in marketing textbooks with an innovative variety of formats and prices. In the same spirit, this competition recognizes innovative approaches to instruction.

The 2011 Judging Committee

Brian A. Vander Schee, Aurora University, 2011 Coordinator
Judges: John Drea, Western Illinois University, Paul Hensel, University of New Orleans, Pam Mickelson, Morningside College, Mark Neckes, Johnson & Wales University, Deborah Owens, University of Akron

Reflections from Dawn Edmiston

On Thursday, September 22, 2011 I won the Wessex Press Teaching Innovation competition. I was honored but also surprised! The competition attracted excellent finalists who presented topics on "The Web-Driven Learning Ecosystem" (David Raska, Doris Shaw, and Eileen Weisenbach Keller of Northern Kentucky University) and "Conducting Consumer-Oriented Ethnographic Research" (Andrew Wong and Lan Wu, California State University, East Bay). I shared, "Developing



POP! A Professional Online Presence." The impetus for this framework was the need to provide students with a distinct advantage in a job market that has become extremely competitive. I had been

thinking of such a concept since *The Wall Street Journal* stated 2009 was the toughest labor market in 25 years for college seniors. Several months later, the Pew Research Center noted, "reputation management has now become a defining feature of online life." I was inspired to demonstrate to students that social media should not be just a personal channel but a valuable marketing tool. This competition provided me with the inspiration to formalize a framework that could be shared. In addition to the generous cash award and plaque, I was grateful for the feedback on how it could be used by others. I was hesitant about entering the competition, however, the application process and presentation were such worthwhile learning experiences that I would encourage others to enter next year. If you have questions about the competition or Developing POP! (www.dawnedmiston.com) contact me at dawn.edmiston@stvincent.edu. **The next Wessex Press Teaching Innovation competition deadline is June 8, 2012!**



**Brian A. Vander Schee,
Aurora University
Coordinator of 2011
Wessex Press Teaching
Innovation Competition
presents award to winner
Dawn Edmiston, St.
Vincent College**

MMA Fall Educators' Conference 2011 Program Chair, Brian A. Vander Schee

A huge thank you to all who contributed to the successful conference in St. Louis! A wonderful job by Peter Gordon conference chair who made the hotel, meal and entertainment arrangements and Marie Steinhoff for coordinating the registration process and conference proceedings. Thanks to John Cherry and Michelle Kunz for technical support and getting up early each day to make sure the rooms were ready. Thank you to Wessex Press for sponsoring our 1st Annual Teaching Innovation Competition. Thanks as well to Randy Chapman of LINKS Simulations and our judges for the Outstanding Teacher-Scholar Doctoral Student competition John Cherry, Matt Elbeck, and Rama Yelkur.

To each of you who came, presented, encouraged others to attend, as well as to the paper reviewers who provided feedback over the summer during the review process – a big thanks. Thank you to session chairs, your job is essential and appreciated. Thank you to our exhibitors and competition sponsors who add value to the program. And finally, congratulations to the award winners, Dawn Edmiston, Ahir Gopaldas, John Cherry and Judy Wiles as well as Matt Elbeck. Next fall the conference will be held in Minneapolis, Sept 19-21, 2012. The website

<http://www.mmaglobal.org/conferences/fallconference.html> has details. Look for an email in February 2012 with the Call for Papers, Call for Submissions and general call for reviewers, session chairs, and presenters.

Have a great 2012!

Brian A. Vander Schee, bvanders@aurora.edu

New Member Perspective: Reflections from Michael Ricco, Kalamazoo College

The MMA Fall Educator's Conference in St. Louis was the first MMA event that I have attended. **I was continually impressed by a single common thread....everyone's openness to sharing their ideas and helping others take those "next steps" that each of us are striving for.**

Speakers were frank and to the point. Critical thinking and supportive perspectives were naturally intertwined. As a panelist/position paper presenter, I found my colleagues on the panel to be very welcoming, while the colleagues in the audience acted as catalysts to great discussion. There was an excellent blend of topics presented. As teachers, I believe we all have an inherent tendency to easily connect to pedagogical topics, and these were well received also. Topical and other academic topics were likewise addressed in a comfortable fashion that enhanced learning.

The overall program, dining, the brewery presentation and tour, and accommodations were excellent, providing a strong return value for the investment. In addition I made connections with other colleagues, whom I am now actively working with on research. As a result, I look forward to attending many more MMA conferences!

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MMA Spring Conference /MBAA International The Drake Hotel , Chicago IL, March 28-30, 2012

Register at: <http://mbaainternational.org/onlineregister.asp>



The Marketing Management Association's 2012 Spring Conference will be held at the beautiful and historic Drake Hotel (www.thedrakehotel.com) on the Gold Coast along Chicago's Michigan Avenue, March 28-30, 2012, and includes two nights of great entertainment - an exciting *Chicago Blues Revue* and a fascinating evening of *jazz that rocks* with *Lifeforce* featuring *Jim Peterik* of *Survivor* fame, author of *Eye of the Tiger*, *Hold On Loosely*, *Vehicle* and more - all for only \$140!

This year's theme is **Values and Vision: Marketing in Times of Change**. Building on our many successes in the past, this three-day venue continues to attract innovative marketing educators and scholars worldwide; a proven organization that affords the opportunity to share one's insights and ingenuity in the form of scholarly papers, panel sessions, discussions, and more. We'll have practical and productive **help** in the cutting edge areas including **The Challenge of On-line Academics: How to Achieve an Effective Balance**, and **How to Get Published**, as well as sessions on teaching effectively and new trends in research!



Special Rates for MBAA Guests: \$208/night:

Please make reservations using one of these options:
Option 1:

www.thedrakehotel.com and click on Reservations then click Check Availability. Enter

reservation details and then scroll down to "Group/Convention Code" (in "Special Accounts" Section) and enter **MBA**
Option 2: Call 1-800-55DRAKE (1-800-553-7253) and ask for the MBAA International Rate

I hope to see you all in Chicago!

Stacey Hills, Utah State University
2012 Spring Conference Program Chair,
MMA President-elect
stacey.hills@usu.edu

2011 Fall Educators' Conference Award Winners



Tim Sams of Intrepretive Simulations (sponsor) presents Judy Wiles the *Journal for Advancement of Marketing Education* 2010 Article of the Year Award. Judy accepts the award on behalf of herself and co-author John Cherry.



The LINKS Simulations & MMA Foundation Legacy Fund Outstanding Teacher-Scholar Doctoral Student Competition Finalists Saim Kashmiri, Ahir Gopaldas (Winner), and Deidre Pettinga.



Mike Roche of Cengage Learning (sponsor) presents the Best Conference Refereed Paper Award to co-authors Matt Elbeck and Brian Vander Schee.

Special Kudos to Randy Chapman of LINKS Simulations who sponsored the outstanding teacher-scholar doctoral student competition at the Fall Conference in St. Louis!



FELLOWSHIPING WITH COLLEAGUES WHILE HAVING FUN IN ST. LOUIS !

