



**Marketing Management Association  
2011 Fall Educators' Conference Proceedings**

**Brian A. Vander Schee, Editor  
Marie Steinhoff, Proceedings Manager**



**Marketing Management Association Fall Educators' Conference  
September 21 – 23, 2011, St. Louis, Missouri**

**ACKNOWLEDGMENTS**

The Marketing Management Association is grateful for the financial support of our conference exhibitors including Cengage Learning, Interpretive Simulations, Ivey Publishing, LINKS Simulations, The Magellan Exchange, and Wiley Publishing. Wessex Press and LINKS Simulations as well as the MMA Foundation Legacy Fund provided the financial support for the two new conference competitions. A special thanks also goes to Cengage Learning and Interpretive Simulations for their sponsorship of our two conference awards.

I would like to thank those who have put in much time and effort to make the conference a success. Peter Gordon served as conference chair, Michelle Kunz and John Cherry helped to facilitate the session technology set-up, and Marie Steinhoff has worked very hard to coordinate registration and compile the conference proceedings. The judges for the two new conference competitions were also instrumental in getting these new ventures off the ground.

Thank you to the many refereed paper reviewers and session chairs, listed separately in this publication. Your assistance has helped to make the conference a valuable experience for everyone. Thanks to all of you who took time out of your schedule and made the commitment to attend the conference even with limited travel funds to share your ideas and help us all grow professionally as marketing educators.

Next year holds some exciting opportunities with the Spring Conference in Chicago March 28-30, 2012 and then the Fall Educators' Conference next fall in Minneapolis September 19-21, 2012. I hope to see you again soon!

Thank You,  
Brian A. Vander Schee, Conference Program Chair

**Exhibitors, Award and Competition Sponsors**



## **CONFERENCE AWARDS**

### **Cengage Learning 2011 MMA Fall Educators' Conference Best Refereed Paper Award**

*Contemporary Scholarly Productivity: An Alternative Measure for Excellence in Doctoral  
Marketing Programs*

Matt Elbeck, Troy University - Dothan  
Brian A. Vander Schee, Aurora University

### **Interpretive Simulations 2010 Journal for Advancement of Marketing Education Article of the Year**

*Revisiting Professional Development: Reconciling the Needs and Responsibilities of Faculty,  
Researchers, and Administrators with the New Realities in Higher Education*

John Cherry, Southeast Missouri State University  
Judy Wiles, Southeast Missouri State University

### **Wessex Press 2011 Teaching Innovation Competition Finalists**

Dawn Edmiston, St. Vincent College

David Raska, Northern Kentucky University  
Doris Shaw, Northern Kentucky University  
Eileen Weisenbach Keller, Northern Kentucky University

Andrew Wong, California State University, East Bay  
Lan Wu, California State University, East Bay

### **LINKS Simulations & MMA Foundation Legacy Fund 2011 Outstanding Teacher-Scholar Doctoral Student Competition Finalists**

Ahir Gopaldas, York University  
Saim Kashmiri, University of Texas  
Deidre Pettinga, Fielding Graduate University

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John Cherry, Matt Elbeck, Rama Yelkur

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### *Journal for Advancement of Marketing Education*

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### *Marketing Management Journal*

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# TABLE OF CONTENTS

Acknowledgements .....	ii
Conference Awards .....	iii
Conference Program Committee, Competition Judges, Paper Reviewers .....	iv
Session Chairs .....	v
Conference Attendees .....	viii
Conference Ads .....	xi
Table of Contents .....	xvii
<b>Refereed Papers</b>	
<i>Building Student Professional Confidence via Conference Calling Experience</i> Peter A. Kaufman, Frederick W. Langrehr, Horace L. Melton .....	1
<i>Collaborative Pedagogical Research on Customer Perceptions of Service Quality In the Fast Food Industry</i> Stephen Jones, Kevin Mason, Michael Benefield .....	7
<i>“SWAT” (Students with Academic Talent): A Community-Engaged Participatory Learning Project to Promote Marketing to Prospective Students</i> Michael T. Manion, Peter Knight .....	13
<i>Innovation and Social Media: The Development of a New Integrated Marketing Communications Course</i> Sara G.N. Kerr, Mary U. Henderson .....	19
<i>Social Media Education in the Pre-K-12-Post Education Systems</i> Lyle R. Wetsch .....	24
<i>Marketing the Marketing Department: An Exploratory Look at Social Media Usage</i> Gwen Achenreiner .....	26
<i>Hello iPad. Goodbye Textbooks?</i> Philip M. Hurdle .....	28
<i>Combining Peer and Teacher Assessments of Group Project Work (GPW): Some Alternative Integration Methods</i> Okey Peter Onyia .....	32
<i>Developing a Case Study on Creating Teamwork Through Effective Leadership in a Competitive Environment</i> Henry C. Roehrich .....	40

<i>The Tale of Three Teaching Challenges</i> Jeri Mullins Beggs -----	42
<i>Job Politics in the Corporate World: Twenty-Five Years Later Have Students' Perceptions Changed?</i> Pamela A. Kennett-Hensel, Milton M. Pressley -----	47
<i>Variables Important for Student Learning: Comparing Student and Faculty Perceptions</i> Amy Risch Rodie, Steven N. Rodie -----	49
<i>The Impact of a Student-Led Philanthropy Course on Student Attitudes Toward Future Philanthropic Action</i> Janet Ratliff, Beverly McCormick -----	51
<i>Contemporary Scholarly Productivity: An Alternative Measure for Excellence in Doctoral Marketing Programs</i> Matt Elbeck, Brian A. Vander Schee -----	59
<i>When Times Are Tough: Streamlining the Three Pillars of Academia</i> Stefanie L. Boyer, Sharmin Attaran -----	61
<i>Diving Into a Consumer Behavior Classroom Learning Environment: The Devil Is in the Discussion</i> Jill Mosteller -----	63
<i>Redesigning a Capstone Class Using Simulations, Case Studies and Critical Thinking</i> Gordon R. Flanders, Tim Kober, David N. Ottolino -----	65
<i>Fostering Collaboration, Creative Problem Solving and Innovative Thinking in the Classroom Using a Design for Alternate Reality Games</i> Patricia R. Todd -----	73
<i>A Classroom Guide to Teaching Idea Mapping</i> Timothy P. Schweizer -----	75
<i>Teaching International Marketing with Lego Bricks</i> Eliane Karsaklian -----	77
<i>Teaching Marketing to Generation Me Using Their Love of Self</i> Paulette K. Edmunds -----	80
<i>The Anatomy of Economic Market Scanning: An Information Literacy Heuristic for Strategic Planning</i> E. Vincent Carter -----	84
<i>Pitching Is a Great Addition to Marketing Classes!</i> Paul Lane -----	90

## Teaching Notes

<i>Creating a Professional Online Presence to Succeed in Today's Competitive Market</i> Dawn Edmiston -----	97
<i>The Web-Driven Learning Ecosystem</i> David Raska, Doris Shaw, Eileen Weisenbach Keller -----	100
<i>Conducting Consumer-Oriented Ethnographic Research: A Teaching Innovation</i> Andrew D. Wong, Lan Wu -----	102

## Position Papers

<i>Catholic Social Principles as an Ethics Tool in Marketing Courses</i> Rick Saucier, Lisa M. Lindgren -----	104
<i>A Student-Hands-On Approach to Developing and Executing Real World Strategic and Tactical Marketing Projects</i> Stanley J. Osweiler -----	106
<i>A New Marketing Course Idea for Under-Graduate Marketing Students: Following Your Passion Through Developing a Market Vision</i> Susan E. Reid -----	108
<i>Engaging Students in Critical Thinking by Solving Local Businesses' Problems</i> Rick Bonsall, Jean Sampson, John Watters -----	110
<i>Academic Integrity, or the Lack Thereof: Revelations from Two Years of Using Remote Proctor</i> Janie R. Gregg, D. Wayne Bedford, Tim Edward, M. Suzanne Clinton -----	111
<i>Models for Undergraduate Research and Hands-On Marketing Applications in Non-Classroom Settings</i> Rob K. Larson -----	112
<i>Employability Attributes for Marketing Positions: A Review and Assessment</i> Jeri Rubin, Irfan Ahmed -----	114
<i>A Case Study: Phoenix Rising – Multilevel/Multimodal Reflections for Triangulation – Globalized Learning Opportunity</i> Doreen Sams, Minna Rollins -----	115
<i>The Impact of Federal Grant Funding on Internationalizing the Business Curriculum: The Case of Two Wisconsin Schools</i> Rama Yelkur, Amy Coon -----	117
<i>Applying Self-Directed Learning to Marketing Education</i> Diane R. Edmondson, Stefanie L. Boyer, Andrew B. Artis -----	119
<i>Laptops in the Classroom: To Ban or Not to Ban? That Is Not the Question</i> Elania Jemison Hudson -----	121

<i>The Impact of a Simulation Exercise on the Managerial Traits of Marketing Students While Controlling for Performance</i>	
William J. Wellington, David Hutchinson, A.J. Faria -----	122
<i>Selling Skills for the Greater Good: A Guide to Creating a Home-Grown Fundraiser for Your Sales Course</i>	
Monica Fine -----	124
<i>Linking Theory with “Reality”: Using Interactions with Salespeople In Class</i>	
Claudia C. Mich -----	126
<i>The 10-10-10 Experiment: Student Projects in Social Entrepreneurship</i>	
Jean Wilcox -----	128
<i>Student Evaluation of E-Text Utilization in the Classroom</i>	
Dennis M. Kripp -----	131
<i>Marketing to the 18–30 Age Group: The Ziglar Case</i>	
Isabelle T. McClung, Janie R. Gregg -----	133
<i>Rewarding Participation in Large Classes</i>	
Joel Poor -----	134
<i>Consider External and Internal Partnerships When Engaging Inservice Learning</i>	
Gail Rothberg Eisenberg, Donna J. Bergenstock -----	136
<i>Marketing Analytics in Action: Classroom CRM Simulation Demonstration</i>	
Craig Miller, Nancy J. Nentl -----	138
<i>Using Social Norms Marketing as an Obesity Intervention Through Service Learning</i>	
Sheri A. Grotrian, H. Kyle Ryan -----	140
<i>Contributing to the Development of Minority-Owned Businesses Through Service-Learning</i>	
Nila M. Wiese -----	142
<i>Effective Team Building for Enhanced Learning in the Marketing Curriculum</i>	
Eric G. Harris, Lynn M. Murray -----	144
<i>Innovations in Teaching Quantitative Analysis at SEU</i>	
Mark Harrison -----	147
<i>Classroom Exercises for Introducing TRIZ</i>	
Timothy P. Schweizer -----	149
<b>Panel Position Papers</b>	
<i>Student Self-Assessment: Challenges and Benefits of Utilizing Student Self-Assessment</i>	
Mary Conran -----	151

<i>Student Oral Skill Assessment</i>	
Matt Elbeck, Deborah Owens -----	153
<i>Using Peer Assessment of GPW to Effectively Assess Student Skill Development</i>	
Okey Peter Onyia -----	156
<i>Effectively Using Social Media in Classroom Instruction</i>	
Susan Deege, Miles Beauchamp -----	158
<i>Teaching On-Line for Transitional Faculty Has Bridges and Barriers, Acceptance Among Students, Schools, Colleges, and Universities Grows but Issues Remain</i>	
Zafar A. Bokhari -----	159
<i>Creating a Bridge Between Sales Certificate Program Outcomes and Sales Employers Needs</i>	
Peter Knight -----	161
<i>Creating a Bridge Between MBA Outcomes and Workplace Needs</i>	
Dena Lieberman -----	163
<i>Reversing the Process: A Journey from Industry Expectations to University Outcomes</i>	
Colin Taylor -----	165
<i>Incorporating Consumer Responses Into Active Learning Exercises</i>	
Eric D. DeRosia -----	167
<i>A Strategic Approach to Active Learning</i>	
Diane R. Edmondson, Timothy R. Graeff, Lisa M. Lindgren, William M. Madway -----	169
<i>Serving Multiple Objectives Within the Core Curriculum</i>	
Debbie DeLong -----	173
<i>Designing a Marketing Course for the General Education Program</i>	
Michelle B. Kunz -----	176
<i>Using Entrepreneurship as the Foundation of a First Year Seminar</i>	
Beverly McCormick, Janet Ratliff -----	179
<i>Integrating Marketing Into an Open Registration, Liberal Arts Curriculum</i>	
Michael E. Ricco -----	181
<i>Effective Case Learning Assessment Is Critical to Understanding Case Learning</i>	
Donald R. Bacon -----	183
<i>A Team-Case-Analysis/Team-Analysis-Audit Pedagogy</i>	
Linden Dalecki -----	185
<i>Case Development 101</i>	
David A. Kunz -----	187

<i>Preparing Students to Succeed in Challenging Environments Through Active Learning Strategies</i>	
Henry C. Roehrich -----	189
<i>Using a Cooperative Education Model for Integrating Social Media Into the Business and Communications Curriculum</i>	
Rob K. Larson -----	192
<i>Integrating Social Media in the Business Curriculum</i>	
Scott Thorne-----	194
<i>Incorporating Digital Marketing Training in Executive Education Training Programs</i>	
Lyle R. Wetsch -----	195
<i>Teaching the Millennial Generation: Shared Experiences</i>	
Gordon Flanders, Nancy E. Furlow, Kenneth Heischmidt, Paul J. Hensel -----	197
<i>The Challenge of Finding “Real” External Clients for the Marketing Research Class</i>	
Nora Ganim Barnes -----	200
<i>Presenting Student Research to Clients</i>	
Stephanie Jacobsen -----	202
<i>There’s Only You and Me . . . and We Disagree</i>	
Lori L. Lohman-----	204
<i>Collaboration and Communication in a Small Faculty Department</i>	
Dawn Edmiston -----	206
<i>The One (Wo)man Marketing Department</i>	
Ellen S. Novar -----	208
<i>Incorporating Sustainability Into Principles of Marketing</i>	
Maggie McDermott -----	210
<i>Sustainability-Related Projects Within a Consumer Behavior Course</i>	
Jill Mosteller -----	213
<i>Covering Sustainability in Principles of Marketing</i>	
Joel Poor -----	214
<i>Poverty in Paradise: Reaching Millenials Through Experiential Service Learning</i>	
Tina M. Facca -----	216
<i>Case Analysis as an Active Learning Tool</i>	
Jim Glenn -----	219
<i>Teaching and Reaching the Millenials</i>	
Joanne Leoni -----	221

<i>ETC.: Engagement, Technology and Collaboration</i>	
Chris Ward -----	223
<i>Where and When Do You Start a Two Way Exchange?</i>	
Paul M. Lane -----	225
<i>Seamless Integration of Ethics</i>	
Jeri Mullins Beggs -----	227
<i>Teaching CSR: Make Sure to Clarify the Concept</i>	
Lawrence S. Ruddell -----	230
<i>Fostering a Culture of Undergraduate Research: The Role of a Student Conference in Business</i>	
Cheryl L. Buff -----	232
<i>Successfully Mentoring Undergraduate Marketing Research Students</i>	
John Drea -----	234
<i>Student Evaluation of E-Text Utilization in the Classroom</i>	
Dennis M. Kripp -----	236
<i>Advancing the Research Pipeline: Enlisting Undergraduate Students in Faculty Co-Authored Research</i>	
Jeanetta D. Sims, Jimmy Le, James Smith -----	238
<i>Class Attendance: Record It, Reward It or Ignore</i>	
E. Anne Christo-Baker, Paulette Edmunds, Anne Hoel, Pam Kennett-Hensel -----	240
<i>Taking Care of (Risky) Business: An Innovative Exercise for Teaching Principles of Risk</i>	
Erin Fluegge Woolf -----	242
<i>Poster Sessions: More than Meets the Eye</i>	
Donna Matanane, Kyle Williams, Jean M. Scheller-Sampson -----	244
<i>The Next Generation of Experiential Learning</i>	
Sacha Joseph-Mathews -----	246
<i>Academics, Achievement, Ethics: The Millennia View</i>	
Rick Maclin -----	249
<i>Millennial Students: Can Educators Connect with this New Generation?</i>	
Michael J. Messina -----	251
<b>AUTHOR INDEX -----</b>	<b>252</b>