



**Marketing Management Association
2010 Fall Educators' Conference Proceedings**

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

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We are pleased to attend the 2010 Marketing Management Association meeting.
Please stop by the Cengage booth and review our new and revised offerings.

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|  | <p><i>CB2</i> Barry J. Babin Eric Harris ISBN-13: 9780840058515 352 Pages © 2012 Available February 2011</p> |
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Active Learning through Marketing Simulations

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|---|--|--|
| <p>NewShoes</p>  | <p>Suggested Courses:</p> <ul style="list-style-type: none"> • Marketing Principles • Introduction to Marketing <p style="text-align: center;">Undergraduate</p> | <p>NewShoes covers basic marketing concepts in a context that students can easily grasp – the athletic shoe market. The primary focus of NewShoes is the 4Ps of marketing – price, product, promotion, and place. Competition in NewShoes consists of up to 10 teams of 3-5 students competing directly in a dynamic environment. NewShoes is an excellent complement to traditional teaching methods, allowing students to apply business concepts in a dynamic, integrative environment.</p> |
| <p>MarketShare</p>  | <p>Suggested Courses:</p> <ul style="list-style-type: none"> • Marketing Principles • Introduction to Marketing <p style="text-align: center;">Undergraduate</p> | <p>MarketShare is a marketing principles simulation that focuses on the process of learning how to create, communicate, and deliver value to customers. Students develop a basic understanding of market segments, channels, and buyer behavior in a 4Ps context through the simulation and accompanying hands-on exercises. MarketShare is based on the leading marketing management simulation PharmaSim, but simplified to be applicable for use in undergraduate marketing classes.</p> |
| <p>PharmaSim</p>  | <p>Suggested Courses:</p> <ul style="list-style-type: none"> • Marketing Management • Brand Management <p style="text-align: center;">Undergraduate/ MBA Level</p> | <p>PharmaSim is the leading marketing management simulation and drives home the Four Ps of Marketing while introducing students to the concepts of brand equity and marketing planning for multiple product lines. This simulation covers segmentation, positioning, management of a portfolio of brands, integrated marketing communications, and multiple channels with intermediaries. Also available: From Pearson, Kotler/Keller Frameworks integrated with PharmaSim using "SimConnects". Ask to see it!</p> |
| <p>CountryManager</p>  | <p>Suggested Courses:</p> <ul style="list-style-type: none"> • Market Entry • International Marketing <p style="text-align: center;">Undergraduate/ MBA Level</p> | <p>CountryManager teaches international marketing concepts in a rich, realistic setting. Students explore market entry and market attractiveness, STP, and the Four Ps, all in an international context. The simulation and supporting materials are co-authored by Larry Feick (University of Pittsburgh), Marty Roth (University of South Carolina) and Interpretive. CountryManager is an excellent complement to traditional teaching methods, allowing students to apply business concepts in a dynamic, integrative environment.</p> |
| <p>StratSimMarketing</p>  | <p>Suggested Courses:</p> <ul style="list-style-type: none"> • Marketing Strategy • Marketing Management <p style="text-align: center;">MBA level</p> | <p>StratSimMarketing is designed for MBA, Executive Development, or advanced courses in Marketing Strategy. Students must manage short and long term objectives, making integrated marketing decisions that also impact on other functional areas of the business such as operations and finance. Teams compete directly against each other with direct interaction through results. Students apply marketing concepts and demonstrate how the marketing function impacts financial performance.</p> |

For more information email us at sales_request@interpretive.com, or go to our website www.interpretive.com.

ACKNOWLEDGMENTS

Marketing Management Association Fall Educators' Conference September 29 – October 1, 2010, Indianapolis, Indiana

The Marketing Management Association is grateful for the financial support of our five conference exhibitors including Cengage Learning, LINKS Simulations, The Magellan Exchange, Pearson Education, and Interpretive Simulations. A special thanks 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. Larry Zigler 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.

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 23-25, 2011 and then the Fall Educators' Conference next fall in St. Louis September 21-23, 2011. I hope to see you again soon!

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

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**2010 MARKETING MANAGEMENT ASSOCIATION
CONFERENCE AWARDS**

**Cengage Learning 2010 MMA Fall Educators' Conference
Best Refereed Paper Award**

*A Qualitative Examination of University "Engagement" Through
the Lens of Business Executives*

Chad Milewicz, University of Southern Indiana

Sudesh Mujumdar, University of Southern Indiana

Mohammed Khayum, University of Southern Indiana

**Interpretive Simulations 2009 Journal for Advancement of
Marketing Education Article of the Year**

Exploring the Murky Waters of Self-Plagiarism

Matthew Elbeck, Troy University

2010 MMA FALL EDUCATORS' CONFERENCE PAPER REVIEWERS

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MMA PUBLICATIONS

Journal for Advancement of Marketing Education

Bob McDonald, co-editor

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Marketing Insights

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