

Table of Contents

1. CORPORATE FINANCE: THEORY VERSUS PRACTICE

Lyle Bowlin, Southeastern College

2. TEACHING BUSINESS ETHICS IN THESE TROUBLED TIMES: TEN POINTS

John Cherry, Southeast Missouri State University

3. TAKING SIDES IN THE CLASSROOM: HARNESSING CRITICAL THINKING IN CONTEMPORARY MARKETING CURRICULA

Abhijit Roy, Loyola College in MD

4. CURRENT EVENTS FOR RESEARCH PROJECTS: THE CASE OF SEPTEMBER 11TH AND CONSUMER BEHAVIOR

Michelle B. Kunz, Morehead State University

5. THE TRINITY OF TEACHING, RESEARCH, AND SERVICE: DO WE WORSHIP FALSE GODS FOR PROMOTION AND TENURE?

Frederick B. Hoyt, Illinois Wesleyan University

6. INTERNATIONAL MARKETING VIA THE INTERNET: SUCCESS OR FAILURE?

Katharine A. Bohley, University of Indianapolis

7. PROFILE OF MARKETING AND MANAGEMENT STUDY ABROAD

Don B. Bradley III, University of Central Arkansas

8. THE *WALL STREET JOURNAL* ANALYSIS: ONE ASSIGNMENT, MULTIPLE ASSESSMENTS

Nancy Danner Marlow, Eastern Illinois University

9. TEACHING VALUES IN A ROUND-ABOUT WAY: THE VIRTUES OF STUDENT ORGANIZATIONS' COMMUNITY SERVICE PROJECTS

Janie R. Gregg, Mississippi University for Women

10. USES OF THE DISARMAMENT GAME: AN EXPERIENTIAL EXERCISE IN WAR OR PEACE

Tim R. Miller, University of Illinois at Springfield

11. ENHANCING MARKETING EDUCATION WITH SAP R3

Randi Priluck, Pace University

12. STUDENT RESPONSES TO A VIRTUAL CLASS

Randi Priluck, Pace University

**13. CORPORATE WEBSITES AS A VALUABLE TOOL TO TEACH
MARKETING MANAGEMENT COURSES**

Rene Desborde, Kentucky State University

Jerry Rottman, Kentucky State University

**14. ACADEMIC ETHICS WEBSITES: RESOURCES FOR INTEGRATING
ETHICS INTO THE BUSINESS CURRICULUM**

Mary M. Albrecht, Maryville University

**15. COVERAGE OF MARKETING IMPLEMENTATION IN MBA MARKETING
CURRICULA FROM THE PERSPECTIVES OF MARKETING PROCESSES**

Ken Kono, Pennsylvania State University at Great Valley

**16. MODULARIZATION AND CUSTOMIZATION: A MANUFACTURING
CONCEPT APPLIED TO GRADUATE EDUCATION**

Beverly J. Jones, Kettering University

Regina A. Greenwood, Kettering University

17. RESEARCH IN SAVANNAH AND CHATHAM COUNTY, GEORGIA

E. James Randall, Georgia Southern University

**18. SOMETHING FISHY: ORGANIZING GROUPS, CHANGING ATTITUDES,
FOSTERING LIFELONG LEARNING, AND DEVELOPING SOCIAL SKILLS**

Julie Toner Schrader, Bellarmine University

**19. TEACHING IN AN ONLINE MBA PROGRAM: THE FRESHMAN-YEAR
PERSPECTIVE**

Michelle B. Kunz, Morehead State University

**20. SEGMENTING STUDENTS BASED ON ABILITY AND PERSONAL
VARIABLES: IMPLICATIONS FOR MARKETING INSTRUCTORS**

Sarath Nonis, Arkansas State University

Gail Hudson, Arkansas State University

**21. CRITICAL SUCCESS FACTORS FOR INTEGRATION INTO
UNDERGRADUATE BUSINESS PROGRAMS**

Kelly Haws, University of South Carolina – Sumter

**22. THE FOUR POSTER METHOD OF MARKETING INSTRUCTION: A
SUGGESTED APPROACH TO A CAPSTONE COURSE IN MARKETING**

Jerry J. Field, Illinois Institute of Technology

**23. INCORPORATING EXPERIENTIAL LEARNING INTO LARGE
PERSONAL SELLING SECTIONS**

Allen D. Schaefer, Southwest Missouri State University

24. CHALLENGES AND OPPORTUNITIES IN TEACHING THE SALES MANAGEMENT COURSE

Charles E. Pettijohn, Southwest Missouri State University

25. HOW TO MINIMIZE PLAGIARISM IN RESEARCH PROJECTS IN BUSINESS COURSES

Eyong B. Kim, University of Hartford

Sean Eom, Southeast Missouri State University

26. ISSUES FOR FACULTY TENURE AND PROMOTION: DISTANCE EDUCATION, RESEARCH, AND PUBLISHING

Panelists

Dyanne Ferk, University of Illinois at Springfield

Richard Judd, University of Illinois at Springfield

Bert Kellerman, Southeast Missouri State University

Paul Thistlethwaite, Western Illinois University

Dale Varble, Indiana State University

27. DISTANCE EDUCATION AND THE TENURE OR PROMOTION REVIEW PROCESS

Dyanne Ferk, University of Illinois at Springfield

Richard Judd, University of Illinois at Springfield

28. WEB ENHANCED MASS SECTIONS: THE USE OF DIGITAL LECTURES

Jane P. Wayland, Eastern Illinois University

29. MARKETING TECHNOLOGY: STUDENTS' EXPECTATIONS, ANXIETIES, AND POST COURSE-REFLECTIONS

Bill Hannaford, University of Wisconsin – Eau Claire

Bob Erffmeyer, University of Wisconsin – Eau Claire

Chuck Tomkovick, University of Wisconsin – Eau Claire

30. LAPTOP UNIVERSITY: WHAT DO THE STUDENTS THINK?

James W. Bovinet, Winona State University

Judith A. Bovinet, Winona State University

31. MARKETING EDUCATION: PERSPECTIVES OF EARLY-ADOPTING E-BUSINESS PRACTITIONERS

JoAnn K. Linrud, Central Michigan University

J. Holton Wilson, Central Michigan University

32. IS VIRAL MARKETING ETHICAL?

James R. Maxwell, Buffalo State College – State University of New York

33. APPLICATIONS OF MULTI-DIMENSIONAL SCALING TECHNIQUES TO THE DESIGN OF EFFECTIVE CYBER STORE USER INTERFACE

Sean B. Eom, Southeast Missouri State University

Eyong B. Kim, University of Hartford

34. CREATING EFFECTIVE POWERPOINT SLIDES FOR USE IN THE CLASSROOM

Russell Casey, University of Phoenix Online

35. PRESENTATION SOFTWARE: DOES IT OFFER ANY PEDAGOGICAL VALUE?

John F. Bennett, Stephens College

Steven B. Corbin, University of Northern Iowa

Timothy W. Aurand, Northern Illinois University

36. CROSS-DISCIPLINARY MENTORING OF UNDERGRADUATE STUDENT BUSINESS CONSULTANTS: A CASE STUDY OF EXPERIENTIAL LEARNING

Bill Hannaford, University of Wisconsin – Eau Claire

37. USING THE ETS MAJOR FIELD TEST IN BUSINESS: IMPACT OF TEST TAKING MOTIVATION

Michael E. Dobbs, Arkansas State University

Sarah A. Nonis, Arkansas State University

38. SHOULD FINAL EXAMINATIONS BE GIVEN IN MARKETING MANAGEMENT CASE COURSES?

Neil Younkin, Saint Xavier University

39. MANAGEMENT TECHNIQUES FOR CASE ANALYSIS

James Obielodan, Kentucky State University

40. STUDENT TEACHER EVALUATION PROCESS: MYTHS AND COUNTER-MYTHS

Dennis E. Clayson, University of Northern Iowa

41. TEN SIMPLE WAYS TO IMPROVE YOUR TEACHING

Peggy S. Gilbert, Southwest Missouri State University

Melissa S. Burnett, Southwest Missouri State University

42. BACK TO BASICS IN THE UNDERGRADUATE MARKETING AND MANAGEMENT CLASS

James R. Maxwell, Buffalo State College – State University of New York

43. TEACHING TIPS: USING “RELATIONSHIP MARKETING” IN THE PRINCIPLES OF MARKETING COURSE

Paul C. Thistlethwaite, Western Illinois University

44. CLASS FEUD

*Linda S. Pettijohn, Southwest Missouri State University
Charles E. Pettijohn, Southwest Missouri State University*

45. INSPIRING MARKETING STUDENTS TOWARDS SELLING CAREERS

Allen D. Schaefer, Southwest Missouri State University

46. AN EXAMINATION OF CLIENT PERCEPTIONS OF ADVERTISING AND ADVERTISING AGENCIES IN CHINA

*Michael Russell, St. Bonaventure University
Donald Swanz, St. Bonaventure University*

47. STUDENT ANALYSIS OF PRODUCTS FOUND IN OFF-PRICE RETAILERS

*Jerry Rottman, Kentucky State University
Rene Desborde, Kentucky State University*

48. ECONOMICS IN THE MOVIES

Sid Konell, University of Wisconsin – Barron County

49. MANAGEMENT ACCOUNTING: A HANDS-ON APPROACH TO LEARNING ABOUT PROCESS COSTING

Kelly Haws, University of South Carolina – Sumter

50. GET ORGANIZED! COURSE ORGANIZER STRATEGIES ENHANCE TEACHING AND LEARNING

*Judy L. Martin, Missouri Western State College
Sharon C. Wagner, Missouri Western State College
Beverly Payne, Missouri Western State College*

51. USING STATISTICAL CASES TO INTEGRATE MARKETING, COMPUTER, AND BUSINESS CONCEPTS

John E. Knight, University of Tennessee at Martin

52. TEACHING ETHICS IN INTERNATIONAL COURSES: A CULTURAL CHALLENGE

*Monle Lee, Indiana University South Bend
Jack Ruhe, Saint Mary's College*

53. RESEARCHING HEALTHCARE ISSUES IN NEW ZEALAND

Gene C. Wunder, Washburn University

54. CURRENT ISSUES IN SURVEY RESEARCH: STRUCTURING INSTRUMENTS TO SATISFY DEMANDING REVIEWERS

Nathan Campbell, Mississippi State University

Michael Capella, Mississippi State University

Tony Srisupandit, Mississippi State University

Lin Zhang, Mississippi State University

Collin Zirkle, Mississippi State University

Brian Engelland, Mississippi State University

55. MMA PUBLICATIONS

56. AUTHOR INDEX

57. McGraw-Hill/Irwin Series in Marketing

