# 2016 Fall Educators’ Conference Program

**Providence, Rhode Island**  
**Wednesday, September 14, 2016**

<table>
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<tr>
<th>Time</th>
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<tr>
<td>8:00-5:30</td>
<td>Registration Open – Outside of Providence Ballroom</td>
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<th>8:30-11:30</th>
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<tr>
<td><strong>Bristol</strong></td>
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<tr>
<td>Pre-Conference Workshop 1</td>
<td>Pre-Conference Workshop 2</td>
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<tr>
<td>“Introduction to Key Social Media Tools for Non-Social Media Educators”</td>
<td>“Tools and Technologies for Teaching Digital Marketing II”</td>
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</table>
| Lyle Wetsch, Memorial Univ of Newfoundland | Debra Zahay-Blatz, St. Edward’s Univ  
Janna Parker, James Madison Univ  
Leila Samii, Southern New Hampshire Univ | Camille Schuster, California State Univ - San Marcos  
Charles Bodkin, Univ of North Carolina - Charlotte  
Brent Smith, St. Joseph’s Univ |

| 11:45-12:45 | Pre-Conference Lunch (requires pre-conference workshop registration) and MMA Board of Directors Lunch (in Providence Ballroom) |

| 1:00-5:30 | 2016 Doctoral Student Teaching Consortium Program – Blackstone Room |

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<tbody>
<tr>
<td><strong>Bristol</strong></td>
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</table>
| 1.1 Refereed Papers – Alex Milovic  
The Gaming of Marketing Education  
Philip Sugai, Doshisha Univ  
John Beck, Arizona State Univ  
Assurance of Learning: Is Testing the Solution or Merely a Pseudo Customer-Centric Act?  
Lana Brackett, Roger Williams Univ  
B. Nathaniel Carr, Roger Williams Univ  
Soft and Hard Skill Influences on Entry-Level Marketing Interview Success – A First Look *  
Debbie DeLong, Chatham Univ  
Matt Elbeck, Troy Univ–Dothan | 1.2 Panel – Lou Pelton  
Travel and Study Abroad: Design and Execution Insights  
Eilane Karsaklian, Univ de Paris – Sorbonne  
Lou Pelton, Univ North Texas  
Mark Wolters, Univ of Illinois at Urbana Champaign  
Rama Yelkur, St. John Fisher College | 1.3 Exhibitors – Ursula Sullivan  
StratX Simulations: The Flexibility of Using a Simulation for your Course  
Paul Ritmo, StratX | 1.4 Position Papers – Emin Civi  
A Method to Improve Case Analysis: In Just Two Cases  
Kirsten Passyn, Salisbury Univ  
Active Learning Strategies: Using an “Aging” Suit to Understand an Older Population  
Nancy Harrower, Concordia Univ  
Shadow a Sales Representative for a Day  
Alexandra Hutto, Millersville Univ | 1.5 Panel – Ric Sweeney  
Unleashing Students’ Inner-Marketer: Effective Strategies for Teaching Introduction to Marketing  
Brad Eskridge, Bradley Univ  
Paul Radich, The Catholic Univ of America  
Anuradha Sivaraman, Univ of Delaware  
Ric Sweeney, Univ of Cincinnati |

* Cengage Learning 2016 Best Conference Refereed Paper Award Winner
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<tr>
<th>Time</th>
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<th>Session</th>
<th>Presenters</th>
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| 2:05-3:00 | **Bristol**  | **2.1 Exhibitors** – Andreas Stratemeyer  
*Title TBD*  
Alisa Matlovsky, AxcessCapon  
*World’s First Social Media Simulation*  
Brandon Winter, StuKent |  
**2.2 Refereed Papers** – Susan Geringer  
*Changing Beliefs about Poverty and Justice using the Professional Model of Service Learning*  
Les Hollingsworth, Univ of Wisconsin-Platteville  
*A Critical Reflection on Qualitative Empirical Evidence of Student Engagement Through Live Case Study Development*  
Sondra Simpson, Elmhurst College  
*The VW Diesel Scandal: Engaging Students Via Case Research, Analysis, Writing, and Presentation of Findings*  
Timothy Aurand, Northern Illinois Univ  
Wayne Finley, Northern Illinois Univ  
Vijaykumar Krishnan, Northern Illinois Univ  
Ursula Sullivan, Northern Illinois Univ |  
**2.3 Position Papers** – Hannah Walters  
*No Passport Required: The Domestic Travel Educational Experience*  
Jay Page, Univ of Cincinnati Clermont College  
*The Brand Project: Reinvention of a Principles of Marketing Course for the Digital Age*  
Marilyn Eastman, Morningside College  
*Utilizing Experiential Learning to Teach Critical Issues and Ethics in a Marketing Curriculum*  
Bryan Greenberg, Elizabethtown College |  
**2.4 Exhibitors**  
Roscoe Hightower  
*Using Technology to Achieve Better Outcomes in your Marketing Classes*  
Heather Mooney, Cengage Learning |  
**2.5 Special Session** – Chad Milewicz  
*Hormel Foods Master Teacher Award Competition*  
Stephen Baglioni, Saint Leo Univ  
Emin Civi, Univ of New Brunswick  
David Raska, Northern Kentucky Univ  
Coordinator - Chad Milewicz  
Judges - Theresa Clarke, Tim Graeff, Michael Messina, Don Roy, Lyle Wetsch |
| 3:10-4:05 | **Kent**     | **3.1 Position Papers** – Karen Stone  
*The Realist School of Marketing*  
Rick Moran, Univ of Wisconsin-Superior  
*Recruiting new college graduates: what are students looking for?*  
Gwen Achenreiner, Univ of Wisconsin-La Crosse  
Mary Jae Kleckner, Univ of Wisconsin-Stevens Point  
Peter Knight, Univ of Wisconsin-Parkside  
Bryan Lilly, Univ of Wisconsin-Oshkosh  
*Closing the Gap Between Student Expectations and Employer Expectations*  
Rosa Lemel, Kean Univ |  
**3.2 Special Session** – Tim Birrittella  
*Starting an AMA Collegiate Chapter: Focus on Professional Development*  
Tim Birrittella, Florida International Univ  
Delonia Cooley, Texas Southern Univ  
Kristy McManus, Univ of Georgia  
Brian VanderSchee, Aurora Univ |  
**3.3 Exhibitors**  
Henry Roehrich  
*Never Taught with a Competitive Simulation? Here’s How!*  
Randy Chapman, LINKS Simulations |  
**3.4 Panel**  
Alicia Cooper  
*Success and Challenges with Client Based Projects*  
Alicia Cooper, Dillard Univ  
Joel Evans, Univ of Mount Union  
Alexandra Hutto, Millersville Univ  
Michael Messina, Gannon Univ |
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<td></td>
<td>Naban Ghose, The Univ of Findlay</td>
<td>Penelope Dejong, Park Univ</td>
<td>Mark DeFanti, Providence College</td>
<td>Melodi Gulbault, NJ Institute of Technology</td>
<td>Engaging Student Interest: The Kickstarter Active Learning Project</td>
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<td>Fred Hoyt, Illinois Wesleyan Univ</td>
<td>Michelle Kunz, Morehead State Univ</td>
<td>Ashley Kilburn, Univ of Texas Martin</td>
<td>Joyce Hicks, Saint Mary's College</td>
<td>Elliott Manzon, Univ of Cincinnati</td>
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<td>Nicole Kirpalani, LIM College</td>
<td>Hank Roehrich, Park Univ</td>
<td>Karen Mishra, Meredith College</td>
<td>Peter Knight, Univ of Wisconsin-Parkside</td>
<td>Sell, Learn, Serve: Social Responsibility and Experiential Learning</td>
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<td>Ursula Sullivan, Northern Illinois Univ</td>
<td>Elnora Stuart, Univ of South Carolina Upstate</td>
<td>Cheryl Veronda, Centenary Univ</td>
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<td>Mark McConnell, Univ of Mount Union</td>
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<td>Simon Walls, Fort Lewis College</td>
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<td>Greg Wagner, Univ of Denver</td>
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<td>Coordinator – Bill Madway</td>
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<td>Theresa Clarke, Paul Hensel, Pam Mickelson, Paul Butler, Brent Smith, Ann Veeck</td>
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<td>5:30-6:30</td>
<td>Social Gathering (in Narragansett Pre-Function, 1st floor Omni Hotel)</td>
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<td>6:40</td>
<td>Dinner (in Narragansett A, 1st floor Omni Hotel)</td>
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**Thursday, September 15, 2016**

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<tr>
<th>Time</th>
<th>2016 Doctoral Student Teaching Consortium Program – Blackstone Room and Executive Board Room</th>
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<td></td>
<td>Using Amazon Mechanical Tuck (MTurk) for an MBA Student Project: Case Study of Genetically Modified Foods Roy Abrams, Southern CT State Univ Lynn Kwak, Southern CT State Univ</td>
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<td>Judges – Theresa Clarke, Victoria Crittenden, Lisa Spiller</td>
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<td>Use of an Online Discussion Learning Tool in a Classroom Class to Increase Student Engagement Case Study George Krueger, Univ of WI-Platteville</td>
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<tr>
<td>Time</td>
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<td>10:10-11:05</td>
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<td><strong>7.1 Panel – Chrissann Ruehle</strong>&lt;br&gt;Apps for Enhancing Student Engagement and Learning&lt;br&gt;Nick Barnes, Nichols College&lt;br&gt;Temo Luna-Nevarez, Sacred Heart Univ&lt;br&gt;Mary Martin, Fort Hayes State Univ&lt;br&gt;Chrissann Ruehle, Sinclair College</td>
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<td>Bristol</td>
<td><strong>7.2 Position Papers – Jeanetta Sims</strong>&lt;br&gt;Google AdWords Fundamentals Exam in Lieu of Final Exam: Lessons Learnt and Future Directions&lt;br&gt;Archana Kumar, Montclair State Univ&lt;br&gt;<strong>Using Customer Analytics to Enhance the Entrepreneurial Firm’s Performance</strong>&lt;br&gt;Brian Hanlon, North Central College&lt;br&gt;<strong>Teaching Students Personal Brand Management Through Personal Websites</strong>&lt;br&gt;Debra Zahay-Blatz, St. Edward’s Univ&lt;br&gt;Janna Parker, James Madison Univ</td>
<td><strong>7.3 Panel – Zina Taran</strong>&lt;br&gt;<strong>Big Data Boot Camp</strong>&lt;br&gt;Jason Oliver, East Carolina Univ&lt;br&gt;<strong>The Quest to Quell the Quantitative Quandary</strong>&lt;br&gt;Zahida Luqmani, Western Michigan Univ&lt;br&gt;Mushtaq Luqmani, Western Michigan Univ&lt;br&gt;Amy MacMillan, Kalamazoo College&lt;br&gt;Alhassan Mumuni, Western Michigan Univ&lt;br&gt;Kelley O’Reilly, Western Michigan Univ&lt;br&gt;Zahir Quraeshi, Western Michigan Univ&lt;br&gt;Ann Veeck, Western Michigan Univ&lt;br&gt;<strong>MBTN Experiential Marketing Analytics Tutorials and Problems Sets</strong>&lt;br&gt;Stu James, Management by the Numbers</td>
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<td><strong>7.4 Panel – Heidi Rottier</strong>&lt;br&gt;Integrating Social Media into the Marketing Curriculum&lt;br&gt;Richard Hanna, Babson College&lt;br&gt;Jim Rogers, Saint Mary’s College&lt;br&gt;Heidi Rottier, Bradley Univ&lt;br&gt;Chris Snider, Drake Univ</td>
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<td><strong>7.5 Position Papers</strong>&lt;br&gt;<em>Melodi Guilbault</em>&lt;br&gt;Whole Student, Whole Faculty, Whole Classroom: Managing Anxiety for Students and Faculty to Maximize the Learning Experience&lt;br&gt;Sandra Bravo, Babson College&lt;br&gt;Lauren Beitelspacher, Babson College&lt;br&gt;*Recruiting tomorrow’s higher education consumer using experiential event marketing&lt;br&gt;Rachel LundBohm, Univ of Minnesota&lt;br&gt;Crookston&lt;br&gt;Kara Bowen, Univ of Minnesota&lt;br&gt;Crookston&lt;br&gt;Megan Kragness, Univ of Minnesota&lt;br&gt;Crookston&lt;br&gt;*The Purpose of an Undergraduate Marketing Education: Equipping Students for Life, Not for Vocational Aims&lt;br&gt;Hannah Walters, Northern State Univ&lt;br&gt;Kristi Bockorny, Northern State Univ</td>
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<td>11:15-12:10</td>
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<td><strong>8.1 Special Session – Brent Smith</strong>&lt;br&gt;How to Excel as a Conference or Journal Paper Reviewer&lt;br&gt;*Neil Bendle, Univ of Western Ontario&lt;br&gt;*Victoria Crittenden, Babson College&lt;br&gt;*Interpretive Simulations 2016 Journal for Advancement of Marketing Education Reviewer of the Year Award Winners</td>
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<td><strong>8.2 Exhibitors – Mike Messina</strong>&lt;br&gt;Best-Practice Teaching Tips for Experienced Competitive-Simulation Instructors&lt;br&gt;Randy Chapman, LINKS Simulations</td>
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<td><strong>8.3 Position Papers - Pam Mickelson</strong>&lt;br&gt;A Symphony in Words: Preparing an E-Portfolio for Tenure or Promotion&lt;br&gt;Henry Roehrich, Park Univ&lt;br&gt;Julie Grabanski, Univ of North Dakota&lt;br&gt;Penelope DeJong, Park Univ&lt;br&gt;<strong>Creating New Pathways into Academic Careers</strong>&lt;br&gt;Scott Fiene, Univ of Mississippi&lt;br&gt;<strong>Can We Find Balance in Teaching, Conducting Research and Performing Service in our Marketing Courses?</strong>&lt;br&gt;Paul Kotz, St. Mary’s Univ</td>
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<td><strong>8.4 Refereed Papers - Adriane Grumbein</strong>&lt;br&gt;Why Marketing Faculty Attend Educator Conferences&lt;br&gt;Matt Elbeck, Troy Univ – Dothan&lt;br&gt;Gail Zank, Texas State Univ&lt;br&gt;Jacquelyn Warwick, Andrews Univ&lt;br&gt;Debbie DeLong, Chatham Univ&lt;br&gt;<strong>Developing Self-Reflective Practices to Improve Teaching Effectiveness</strong>&lt;br&gt;Nicole Kirpalani, LIM College&lt;br&gt;<strong>The Effect of Age, Gender, and Politics on Student Evaluation of Instructors</strong>&lt;br&gt;Dennis Clayson, Univ of Northern Iowa</td>
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<td>12:20-1:20</td>
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<td><strong>8.5 Panel – LaCalvince Demor Simpson</strong>&lt;br&gt;Methods for Teaching Personal Selling&lt;br&gt;Ronald Jelinek, Providence College&lt;br&gt;Julie Nielsen, St. Catherine Univ&lt;br&gt;LaCalvince Demor Simpson, Indiana Univ East</td>
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<td>1:30-4:00</td>
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<td><strong>Awards Buffet Lunch (in Providence Ballroom)</strong></td>
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<td>1:30-2:25</td>
<td>JAME ERB Meeting (in Executive Boardroom)</td>
<td>9.1 Exhibitors – John McGrath Mobile Marketing Essentials</td>
<td>9.3 Panel – Rick Moran The Employable Student: Bridging the Gap Between Academy and Practice with Client Based Projects</td>
<td>9.4 Referred Papers - Marilyn Eastman Linking Education to Industry: A Logo Design and Testing Project for a Startup Therapeutic Medicine Company</td>
<td>9.5 Position Papers – Theresa Clarke An Exploratory Analysis for Determining the Marketing Courses in Which Business Students Obtain or Use Textbooks</td>
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<td><em>(“StratSim”: Real-world experience in your Advanced Marketing course (new release)) Stu James, Interpretive Simulations</em></td>
<td>Brandon Winter, StuKent</td>
<td>Camille Abruscato, Stonybrook College</td>
<td>Tulay Girard, Pennsylvania State Univ</td>
<td>Rebecca Hochrady, Delta State Univ Christopher Wiley, Delta State Univ</td>
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<td>Donna Bergenstock, Muhlenberg College</td>
<td>Darlene Jaffke, Lake Forest College</td>
<td>Humber Hallman, Pennsylvania State Univ</td>
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<td>2:35-3:45</td>
<td>MMA Pub Council Meeting (in Executive Boardroom)</td>
<td>10.2 Panel – Dan Horne Interdisciplinary Instruction: Reaching Across Business Disciplines</td>
<td>10.3 Panel – Hannah Walters Faculty-Student Research Collaboration</td>
<td>Teaching Marketing with the Sharks: A Lesson in Active- And Reality-Based Learning For NETGEN Students</td>
<td>Improving the Retention Rate and Student Academic Success at an Urban Community College</td>
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<td>Anirudh Dhebar, Babson College</td>
<td>Bill Crittenden, Northeastern Univ Stacey Hills, Southern Vermont College</td>
<td>Mary Schoonmaker, Western New England Univ</td>
<td>Andrea Garraway, City Univ of New York</td>
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<td>Dan Horne, Providence College</td>
<td>Karen Koza, Western Connecticut State Univ</td>
<td>Harlan Spotts, Western New England Univ</td>
<td>Mahatapa Palit, City Univ of New York</td>
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<td>Jason Oliver, East Carolina Univ</td>
<td>Doreen Sams, Georgia College &amp; State Univ</td>
<td>Knacktive: An interdisciplinary classroom experience that prepares students for a career in advertising by simulating real-world agency work</td>
<td>Sahana Sen, City Univ of New York</td>
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<td>Deborah Toomey, NW Missouri Univ</td>
<td>Hannah Walters, Northern State Univ</td>
<td>Deborah Toomey, NW Missouri State U Joni Adkins, NW Missouri State Univ</td>
<td>Engaging Chinese Undergraduate Students in Marketing Education</td>
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<td>Karl Giulian, Atlantic Cape Community College</td>
<td>Rick Moran, Univ of Wisconsin-Superior</td>
<td>Chris Graves, NW Missouri State Univ Steven Chappell, NW Missouri State U</td>
<td>Kristin Lynch, Bellevue Univ Sheryl Okash, Bellevue Univ</td>
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<td>4:00-5:30</td>
<td>MMA Board of Directors Meeting (in Executive Boardroom)</td>
<td>10.4 Panel – Pamela Mickelson Department Chair Challenges and Opportunities</td>
<td>10.5 Special Session - Jeff Tanner Publishing in Marketing Education Journals</td>
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<td>5:30-6:30</td>
<td>Social Gathering (in Providence Ballroom, 3rd floor)</td>
<td>Janel Bell-Haynes, Alabama State Univ Catharine Curran, Univ of Massachusetts Dartmouth</td>
<td>Pamela Mickelson, Morningside College</td>
<td>Brent Smith, Editor</td>
<td>Matt Elbeck, Past Editor</td>
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<tr>
<td>6:40</td>
<td>Depart for Dinner – Meet in Hotel Lobby, 10 min. walk to Dave &amp; Buster’s in Providence Place Mall <em>(Directions: From the second floor of the hotel, cross the sky bridge to the Providence Place mall, take escalators to the 3rd floor, walk to the food court, take the escalator to Dave &amp; Buster’s on the right side, the MMA dinner is in a private dining room.)</em></td>
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<td>Journal for Advancement of Marketing Education</td>
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<td>Jeff Tanner, Editor</td>
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| 8:00-8:55 |                  | **11.2 Panel – Robert King**  
Insights for Teaching with Simulations  
Savita Hanspal, SUNY Potsdam  
Robert King, West Texas A&M Univ  
Daniel Rajaratnam, Univ of Texas at Dallas  
Srdan Zdravkovic, Bryant Univ |
|          |                  | **11.3 Panel – Marilyn Eastman**  
Productivity in a Small or One-Person Department  
Ryan Eanes, Washington College  
Marilyn Eastman, Morningside College  
Lee Hibbett, Freed-Hardeman Univ  
Tony Stovall, Woodbury Univ |
|          |                  | **11.4 Refereed Papers - Ron Sicker**  
Txt Me That: Encouraging Millenial Syllabus Compliance Through SMS Reminders  
Lin Humphrey, Ithaca College  
Marilyn Eastman, Ithaca College  
Debra Laverie, Texas Tech Univ |
|          |                  | **11.5 Special Session – Matt Elbeck**  
The Marketing Doc Student Playbook: From Pre-Interview to First-Year Faculty Member  
Matt Elbeck, Troy Univ at Dothan  
Gail Zank, Texas State Univ  
Arne Baruca, Texas A&M San Antonio |
| 9:05-10:00 |                  | **12.1 Refereed Papers - Brent Smith**  
All About that Value: A Value Proposition Exercise for the Professional Selling Course  
Rebecca Dingus, Central Michigan Univ  
Alex Milovic, Marquette Univ  
*Intrepretive Simulations 2016 Journal for Advancement of Marketing Education Article of the Year Award Winner  
Ronald Jelinek, Providence College |
|          |                  | **12.2 Panel – M. Dee Guillory**  
Effective Strategies for Teaching Introductory Marketing  
Lauren Beitelspacher, Babson College  
M. Dee Guillory, Winston-Salem State Univ  
Jay Page, Univ of Cincinnati  
Bill Wellington, Univ of Windsor |
|          |                  | **12.3 Special Session – John McGrath**  
Making Connections for Research Collaboration *  
Bring your research ideas for which you are looking for co-authors. It is like speed dating, but to facilitate finding a research collaborator who compliments your strengths.  
Abdul Ali, Babson College  
Paige Beal, Point Park Univ  
Tim Graeff, Middle Tennessee State Univ  
Manny Pontes, Rowan Univ |
|          |                  | **12.4 Panel – Tim Graeff**  
Effective Strategies for Teaching Marketing Analytics  
Alison Shields, Ithaca College  
Adam Peruta, Syracuse Univ  
*Interpretive Simulations 2016 Journal for Advancement of Marketing Education Article of the Year Award Winner  
Leila Samii, Southern New Hampshire Univ |
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| 10:10-11:05 | 13.1 Panel – Katherine Fleck  
Learning Outcomes of National Competitions and Student Chapters  
Delonia Cooley, Texas Southern Univ  
Alyssa Eckman, Univ of Kentucky  
Katherine Fleck, Ohio Northern Univ  
Geraldo Matos, Roger Williams Univ | 13.2 Special Session - Monica Hodis  
Cases, mini-cases, and vignettes for effective class engagement  
Monica Hodis, St. John Fisher College  
Ron Sicker, St. John Fisher College  
Mel Zuberi, St. John Fisher College | 13.3 Panel – Brian VanderSchee  
Research Productivity and Publishing Strategies  
Anne Roggeveen, Babson College  
Don Roy, Middle Tennessee State Univ  
Can Uslay, Rutgers Univ  
Brian VanderSchee, Aurora Univ | 13.4 Position Papers – Brandon Kilburn  
Designing a Digital Marketing Agency Simulation: A Powerful Student Engagement Tool  
Chriissann Ruehle, Sinclair College  
Engaging Students in Pricing Studies  
Joyce Shotick, Judson Univ  
Reflective Practice: A Tool to Improve Teaching  
Lisa Lindgren, College of St. Benedict / St. John’s Univ | 13.5 Panel – Brent Smith  
Methods for Teaching Business Ethics and CSR  
Linda Ferrell, Belmont Univ  
OC Ferrell, Belmont Univ  
Alix MacDougall, Central Michigan Univ  
Brent Smith, Saint Joseph’s Univ  
Karen Stone, Southern New Hampshire Univ |
| 11:15-12:10 | 14.1 Panel – Donna Coelho  
Success and Challenges with Client Based Projects  
Donna Coelho, W. Connecticut State Univ  
Ron Drozdenko, W. Connecticut State Univ  
Eva Fast, John Brown Univ  
Shane Hunt, Arkansas State Univ | 14.2 Refereed Papers - Darlene Jaffke  
Collaborative Teaching through Co-Creation in Marketing Education: A Customer-Centric Approach to Transformative Learning  
Jeanetta Sims, Univ of Central Oklahoma  
Ashley Neece, Univ of Central Oklahoma  
Treyce Glidden, Univ of Central Oklahoma | 14.3 - Position Papers – Samer Safofim  
Mandatory Evaluation and Students’ Autonomy Through Shared Learning Online  
Weixing Ford, Texas A & M Univ –San Antonio  
Chin-Yen Liu, Texas A & M Univ –San Antonio  
Arne Baruca, Texas A & M Univ –San Antonio | 14.4 Special Session - Pallab Paul  
Travel and Study Abroad: Design and Execution Insights  
Irfan Ahmed, Sam Houston State Univ  
Pallab Paul, Univ of Denver  
Dorothy Pisarski, Drake Univ  
Kimberly Powell, Southern Univ and A&M College | 14.5 Panel – Gail Zank  
How to Excel at Publishing in Marketing Journals  
Karen Flaherty, Editor  
Journal of Marketing Theory and Practice  
Patricia Norberg, Editor  
Journal of Consumer Marketing  
Anne Roggeveen, Associate Editor  
Debra Zahay-Blatz, Editor  
Journal of Research in Interactive Marketing  
Gail Zank, Editor  
Marketing Management Journal |
<p>| 12:20-1:20 | Buffet Lunch (in Providence Ballroom) | | | | |</p>
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<tr>
<th>Time</th>
<th>Bristol</th>
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<td>2:35-3:45</td>
<td>16.2 Panel – Anthony Kim Creating Intersections Between Teaching and Research Maria Kalamas Hedden, Kennesaw State Univ Anthony Kim, California State Polytechnic Univ Sanjay Mehta, Sam Houston State Univ Zina Taran, Penn State Univ</td>
<td>16.3 Panel – Alisa Agozzino Managing Student Expectations in the Classroom Alisa Agozzino, Ohio Northern Univ Janice Blankenburg, Univ of Wisconsin-Milwaukee Henry Greene, Central Connecticut State Univ Lori Lohman, Augsburg College Amy Patrick, Wilmington Univ</td>
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