Table of Contents

Preface .................................................................................................................................................. xv

Acknowledgment ............................................................................................................................... xxii

Chapter 1
Reflections on Teaching a Global Markets Course at Jesuit Commons: Higher Education at the Margins .......................................................................................................................... 1

Vivian Faustino-Pulliam, University of San Francisco, USA
Carlos Ballesteros Garcia, Universidad Pontifica Comillas, Spain
Mirjeta Beqiri, Gonzaga University, USA

Chapter 2
The Mismatch between Undergraduate Marketing Education and Employers’ Requirements in Portugal .......................................................................................................................................... 18

Ana Estima, University of Aveiro, Portugal
Paulo Duarte, University of Beira Interior, Portugal

Chapter 3
From Marketing Education in a Developing Country to a U.S. Master’s and/or Doctoral Degree in Marketing ....................................................................................................................................... 37

Matt Elbeck, Troy University – Dothan, USA

Chapter 4
Nature and Geography: Tragic Voids within Marketing Textbooks and the External Business Environment ........................................................................................................................................... 47

Brent Smith, Saint Joseph’s University, USA

Chapter 5
A Mental Model for Teaching Strategic Marketing Management ................................................................................................................................. 65

Homer B. Warren, Youngstown State University, USA
David J. Burns, Kennesaw State University, USA
Chapter 6
Turning Marketing Students into Active Citizens: The Learning of Consumption and Social-Related Marketing in Thailand
Krittinee Nuttavuthisit, Chulalongkorn University, Thailand

Chapter 7
Using Sports History to Develop Cultural Competence in Millennial Marketers: Title IX, Stadium Development, and Post-Apartheid Rugby
Stephanie A. Tryce, Saint Joseph’s University, USA

Chapter 8
Marketing Education in Sarawak: Looking at It from the Employers’ Viewpoint
Balakrishnan Muniapan, Wawasan Open University, Malaysia
Margaret Lucy Gregory, Universiti Teknologi MARA, Malaysia
Lim Ai Ling, Swinburne University of Technology – Sarawak, Malaysia

Chapter 9
Integrating Big Data Analytics into Advertising Curriculum: Opportunities and Challenges in an International Context
Kenneth C. C. Yang, The University of Texas – El Paso, USA
Yowei Kang, Kainan University, Taiwan

Chapter 10
Two Different Aspects of Technology Regarding Marketing Education
Amiram Porath, AmiPorCon Ltd, Israel

Chapter 11
Preparing Students to Use Marketing Technology for Decision-Making
Camille P. Schuster, California State University – San Marcos, USA

Chapter 12
Ethical Marketing
Carlos Ballesteros, Universidad Pontificia Comillas, Spain
Dulce Eloisa Saldaña, Tecnologico de Monterrey, Mexico

Chapter 13
Teaching Peace and Marketing Education: From Pieces to Peace
Maria Lai-Ling Lam, Point Loma Nazarene University, USA

Chapter 14
Promoting Effective Learning in Diverse Classrooms
Amir Manzoor, Bahria University, Pakistan