Table of Contents

International Journal of Technology and Educational Marketing
Volume 7 • Issue 1 • January-June-2017 • ISSN: 2155-5605 • eISSN: 2155-5613
An official publication of the Information Resources Management Association

Research Articles
1  International Students’ Perceptions of Services and Supports Provided: A Case Study of a Mid-Sized University in the USA
   Henry Wai Leong Ho, Ferris State University, Big Rapids, MI, USA
15  Differential Effects of Marketing Messages in Online Advertising for an MBA Program
   Michael L. Harris, School of Business, Indiana University Southeast, New Albany, IN, USA
   Carolyn Findley Musgrove, School of Business, Indiana University Southeast, New Albany, IN, USA
   Kathryn W. Ernstberger, School of Business, Indiana University Southeast, New Albany, IN, USA
   K. Christopher Cox, School of Business, Indiana University Southeast, New Albany, IN, USA
   Pilsik Choi, School of Business, Indiana University Southeast, New Albany, IN, USA
26  Keeping Adult Education in the Mix: Using the Marketing Mix to Foster Viable and Sustainable Graduate Programs for Adult Learners
   Josie L. Andrews, Troy University, Montgomery, AL, USA
   Jonathan E. Taylor, Troy University, Montgomery, AL, USA
38  Imperatives in Leading Institutions of Higher Learning: Focus B-School
   Neeta Baporikar, Namibia University of Science and Technology, Windhoek, Namibia & University of Pune, Pune, India

Book Review
52  Excellence vs. Equality: Can Society Achieve Both Goals?
   Linda Noble, School of Education, Brooklyn College, New York City, NY, USA

COPYRIGHT
The International Journal of Technology and Educational Marketing (IJTEM) (ISSN 2155-5605; eISSN 2155-5613), Copyright © 2017 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Technology and Educational Marketing is indexed or listed in the following: Bacon’s Media Directory; Cabell’s Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory