

Marketing Education, Job Market and Research Publication in US

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1. Marketing Education in US

A. Experiential Learning

- **Immersive Learning (e.g. Ball State University)**
- **Competition (e.g. Social Media, Sales Competition)**
- **Internship**
- **Business Student Organization
(e.g. AMA chapter, Beta Gamma Sigma)**

1. Marketing Education in US

A. Experiential Learning

- **Externship**
- **Advisory Board Meeting**
- **Dialog Days**
- **Honors College
(e.g. undergraduate thesis)**
- **Study Abroad, Foreign Exchange Programs**

1. Marketing Education in US

B. Classroom Teaching

- **In-class, Synchronized (hybrid), Asynchronized (On-line)**
- **On-line proctoring**
e.g. **Examity** <https://examity.com/>
- **Simulation**
e.g. **Harvard** <https://hbsp.harvard.edu/simulations/>

1. Marketing Education in US

B. Classroom Teaching

- **On-line quiz**
e.g. Pearson MyLab <https://www.pearsonmylabandmastering.com/global/>
McGrawHill Connect <https://connect.mheducation.com>
- **Blackboard vs. Canvas**

1. Marketing Education in US

C. AACSB and Evaluation

- **AACSB AOL**
 - Undergraduate
 - Graduate
 - Data Collection and Analysis
 - Brainstorming session
- **Digital Measures**
- **Course objectives and grading procedures in course syllabus**

2. Marketing Academic Jobs in US

- **Pros vs. Cons ?**
- **Job Vacancies**
 - ELMAR** <http://ama-academics.communityzero.com/elmar?go=6079113>
 - Marketing Ph D Jobs** <http://marketingphdjobs.org/>
 - AMA** <https://academicplacement.ama.org/jobs/>
- **Research vs. Balanced vs. Teaching Schools**
 - Strategy, Consumer Behavior, Analytical Modelling
 - Social Media, Sales, Big Data Analytics
- **Vita**
 - Research vs. Teaching

2. Marketing Academic Jobs in US

- **Interview Process & Negotiation**
 - AMA Interview
 - Skype Interview
 - Campus Visit
 - Offer and Contract
- **Industry Experience**
- **Fit to school**

2. Marketing Academic Jobs in US

- **Tenure Process**
 - Research
 - Teaching
 - Service
- **AMA DocSig** <http://docsig.org/>

3. Research Publications in US

- **Research priorities
Marketing Science Institute** <https://www.msi.org/>

-2018-2020 Research Priorities

- Marketing Science Institute (2018), "Research Priorities 2018-2020" Cambridge, Mass.
: Marketing Science Institute.
retrieved from <https://www.msi.org/research/2018-2020-research-priorities/>

3. Research Publications in US

- **Creating the whole new wheel vs. Extension**

- Marketing Boundary

- Kumar, V., Keller, K. L., & Lemon, K. N. (2016). Introduction to the Special Issue

- Mapping the Boundaries of Marketing: What Needs to be Known.

- Journal of Marketing*, 80(6), 1–5. <https://doi.org/10.1509/jm.80.6.1>

- Lit. review of the most current literature

- Positioning : Introduction

3. Research Publications in US

- **Conferences – Meeting with the editors, Sigs
AMA Virtual Conference**
- **Fit to the journal – Editor contact, Cover letter, Citation**
- **Ad-hoc reviewer & Board member opportunities**

3. Research Publications in US

- **Research Gate** <https://www.researchgate.net/>
 - Networking with other scholars
 - Self-branding in academia
 - Citation Index