USING THE INTERNET IN MARKETING EDUCATION:
A SPECIAL TOPICS PANEL PRESENTATION

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ABSTRACT

The panel will describe a series of classroom exercises that utilize the Internet to facilitate marketing education or else to help students understand how the Internet can be used to augment marketing strategies. It's important that marketing educators begin to include the Internet in their classes.

COLLABORATION PROJECTS

One of the presenters has had considerable experience with collaboration projects in which teams of students from several different universities work in virtual groups on a case or other project.

EXAMPLES OF SOME IMPORTANT WWW SITES FOR MARKETING EDUCATION

One of the presenters will provide examples of many different WWW sites that are important to marketing educators.

TEACHING THE MARKETING ON THE INTERNET COURSE

One of the presenters will talk about teaching the "Marketing on the Internet" course in which students learn to integrate all aspects of the Internet into the firm's total marketing strategy. This course is titled "Electronic Commerce" at many schools.

SECONDARY DATA FOR MARKETERS ON THE INTERNET

One of the primary benefits of the world wide web is its myriad sources of data. Accessing these sources, however, poses a significant challenge to marketers who want to take advantage of the information that is available. This session will give participants several guides with which to access marketing data on the Internet. It will begin with a discussion of search engines and how to use them, followed by a review of several outstanding sources of marketing research data.

THE COUNTRY NOTEBOOK

The International Marketing course requires a report on the environmental factors that exist in a specific country other than the U.S. Traditionally, this assignment requires students to consult the library for information on the country they must study. A two-step structured approach for using the Internet is presented. The purposes for this structured approach are: 1) students start early with their projects, 2) check online sources then supplement these with traditional library searches, 3) instructors who are not too comfortable with incorporating online components to the course have an opportunity to ease into it, and 4) expose students with the wide variety of information sources available.

FINDING TEACHING MATERIALS ON THE INTERNET

There are a considerable amount of teaching materials on the Internet. This presentation will demonstrate how to use the WWW to increase student accessibility to teaching materials not easily available otherwise. These materials are available not only to the teacher, but the professor can make them available to all students as well, or only a few (e.g. a student team).

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