The Digitalization of Marketing Education: A Look Back, and a Look Forward.

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While you were sleeping (or were busy teaching marketing), the field of marketing went digital. In fact it could be said that the field of marketing has been leading the way in the digital revolution. The field of marketing has been more impacted by the Internet and the digitalization of content than almost any other area of business. The same could be said for marketing education. With more and more data, marketing strategy content and marketing learning content available online, the field of marketing education has gone digital. While some marketing educators do not realize it, those that have not embraced this transformation are falling further and further behind. In this special session, we are going to explore how the digitalization and move to the internet has changed marketing education, and how it is likely to change the future of marketing education. This special session will present a historical perspective of how the digital revolution has changed our profession and how it likely to impact it in the future.

AREAS OF DISCUSSION will include:
Course delivery issues - The transfer of knowledge - In the good old days there were traditional classes and distance education. Now the terms are online, hybrid classes, hybrid flipped classrooms, etc. The digital world has made the ways classes can be delivered much more flexible, but is it a better learning environment for our students? What are the most efficient ways to transfer knowledge?

Course Content Issues – Course content has gone digital, including digital/e-textbooks, access to online content, digital classroom management tools like Connect, Campus–wide course management systems like Blackboard or Canvass. The use of digital communication tools to build learning communities etc. Has it really enhanced the educational process or is it just bells and whistles? We have spent much time talking about learning styles and course content related issues. Law Schools often prevent students from using laptops or smartphones in class. Other programs incorporate these into the class. Where are now, and where will be ten years from now?

Course Evaluation issues - Testing, projects, online presentations, etc. - Of course one of the most challenging aspects of online education is student testing. Many faculty members have spent a significant amount of time and effort trying to protect the integrity of the curriculum by trying to minimizing cheating in online testing. Most test banks are published online within weeks of their release to faculty members. Of course there is Remote Proctor, Proctorfree, and ProctorU, but is there an answer?

Research issues – Some of us are old enough to remembering going to the library to do research, and using the Readers' Guide to Periodicals. The digital revolution has changed the way we do research, how we review the literature, how we evaluate one's research impact, and how evaluate scholarship overall. Many of us are questioning where or not our field has benefited from the new technologies and their use in our field. As a reviewer and editor, it is obvious that the era of the double blind review process is basically over. Everyone has instant access to everyone else's research activities.

The Educational Community – Going digital has provided marketing scholars the ability to do much of our job from a distance, resulting in many faculty members spending dramatically less time on campus. In addition, we have a great ways to keep in touch with research colleagues from across the globe. We have faculty members in college that have at my school for 2-3 years and I have never met them? How has that happened?

Finally we will take on the role of futurists and make predictions of where the field of marketing education will be in 10 and 20 years.

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