

Marketing Educators Association (MEA) 2019 Competitive Paper Winners “Revisited”

This month we are highlighting last year’s winning competitive paper, entitled “*Revising Marketing: The “Rebound” Major*” by faculty at California State Fullerton: Christopher T Kondo (not shown); Olga Di Franco (Right); Susan Cadwallader (Left)



Show Above (Left to Right): Susan Cadwallader, MEA President-Elect Jennifer Zarzosa, Olga Di Franco

Their study analyzed 246 students at a large university in Principles to Marketing courses to better understand factors that influenced their major selection. The study found that marketing majors shared similar characteristics, but it was not exclusive to only marketing majors. The study found that marketing majors chose marketing relative late in their academic endeavors after rebounding from another area of study. However, this was not just the case for marketing, for example, finance majors also chose their degree later in their academic endeavor. The researchers suggest that it is because student do not have much exposure to marketing or finance earlier in their home environment prior to their college experience. Also, their research confirmed that marketing students tend to choose the major because of the opportunity to be creative and work with people. However, this was also the case for some of the other majors, entrepreneurship in particular. Also, this study validated our finding that marketing students often chose marketing because they perceive it to be less quantitative. Once again, students who chose entrepreneurship also place a significant weight on this factor.

The winner of the *Best Competitive Conference Paper Award* will be invited to publish their work in *Journal of Marketing Education*.





We encourage members to collaborate with practitioners to increase the validity of the marketing pedagogically grounded practices in the classroom. Panel discussions that incorporate members from the marketing community are encouraged and welcomed.

We encourage members to collaborate with students on research projects through a presentation or panel.



Educators are invited to [submit](#) proposals for special sessions, position papers, and conceptual and empirical competitive papers.

For further [details](#) please contact Dr. Jennifer Zarzosa, President Elect, zarzosj@hsu.edu (Special Sessions, Panels and Position Papers) or Darrin Duber-Smith, Vice-President ddubersm@msudenver.edu (Competitive Papers).