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As digital marketing has evolved, marketing educators have tried to keep pace by incorporating digital marketing into curriculum. Challenges exist, however, in keeping up with fast-moving technology and providing students with practical experience that facilitates comfortably entry into digital marketing jobs. This position paper proposes a method for analyzing the experience of one metropolitan university partnering with a private, digital marketing micro-educator. The research objective, to explore the value of a practically-oriented, career-focused course, will be addressed with a three-part qualitative study analyzing the perceived value of the course from the perspective of students, sponsors, and employers.

References and further details please contact the author with "*."

Special Sessions Proceedings

Title: Marketing Certifications: Evaluating Their Role in Marketing Education

Author(s) Steven Hartley, University of Denver; James Cross, University of Nevada, John A. "Jack" Schibrowsky, University of Nevada (Email: shartley@du.edu)*

As online education becomes more popular among students and universities the variations of online products has grown dramatically. Flipped classrooms with online material available for self-study, hybrid classes with a combination of in-class meetings and online meetings, and distance learning programs without any on-campus requirement are all familiar to most marketing educators today. Another form of online product, the certification, is also growing in popularity. The American Marketing Association, for example, offers the Professional Certified Marketer (PCM) certification. The certification has four tracks – digital marketing, marketing management, sales management, and content marketing – and each exam costs AMA members $249. The AMA web site response to the question "Why do I need certification?" is that "Marketing is changing fast. Our program keeps you current and relevant, proving you are up-to-date on the latest skills."

References and further details please contact the author with "*."

Title: Marketing Technology Workshop: Teaching Internet Solutions with Wix

Author(s): Mark S Rosenbaum, University of South Carolina; Ohad Bolotin, Wix (Email: marosen@mailbox.sc.edu)*

The goal of this proposed 45-minute workshop is to introduce Marketing academics, who have an interest in teaching Internet-based solutions tin their business-oriented courses, with Wix. During the workshop, Dr. Rosenbaum, Department of Retailing Chair and Professor, at the University of South Carolina, along with Ohad Bolotin, Director of University Relations at Wix,