WHERE THE ACTION IS: A JOURNEY FOR
MARKETING/BUSINESS EDUCATION

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Two problems in marketing for west coast instructors are: 1) the major
marketing-oriented companies, especially the top consumer products firms,
are headquartered in other parts of the country, primarily the east coast;
and 2) most of our students are fairly provincial; in Southern California,
at least, many of them seem to have little idea of what life is like outside
of our area. Their education, because of this, suffers in three ways.
First, they have a myopic view of the world. For example, they have
difficulty in conceptualizing different lifestyles wherein not everyone
drives a foreign car or eats at a Mexican fast-food restaurant. Second,
a lack of exposure to other parts of the country inhibits the exploration
of graduate school (or employment) opportunities. Third, their knowledge
of companies and jobs is narrower than it ought to be. In Los Angeles, for
example, most students know about aerospace firms, and aerospace engineers,
but few know anyone who is an account executive or a product manager.

This paper presents a discussion of a partial solution to the problem: an
"educational journey", or field trip, to another part of the country. The
goals of such an endeavor are to expose students to different consumer
lifestyles, and to increase their knowledge of marketing-oriented companies
and marketing careers. The trip described occurred in 1980, and consisted
of tours and seminars at businesses in New York City. Twenty students
accompanied the faculty leader on the trip. Also discussed are perceived
problems and benefits of such an undertaking.