



Wikipedia: An Opportunity to Teach Marketing Students Worldwide—And a Call for More Crowdsourced Marketing Content on Wikipedia.com

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Abstract. Strategic management students, specifically marketing management students in this study, have an overwhelming number of information sources in the information age. Recent research findings suggest that students are heavy users of Wikipedia and use the website to get clarification on terms and concepts or to jump-start a research process (even if the instructor specifically asks them to avoid or not to cite Wikipedia) (Cheng 2010). We use categorical distinction content analysis to compare a sample of 852 marketing textbook glossary definitions to the definitions found on the Wikipedia website yielding over 4,000 pages of data. Additionally, a second study of 172 terms outlines how coverage on Wikipedia changed over time and provides a preliminary assessment of the reference credibility. The data suggest that overall Wikipedia is comparatively accurate to textbook definitions, but an incomplete source of information for general and domain-specific marketing content.

Keywords: Wikipedia.com, Wikipedia, Marketing, Marketing Education, Crowdsourcing, Business Education, Strategic Management, Strategic Marketing.

1. Introduction

Learning apps, social media, podcasts, e-books, and crowdsourcing are just a few of a growing and diverse set of technology-based educational learning tools available to students today. Indeed the digital age has not only influenced how business educators teach their courses but also how students study, learn, and find research. This study focuses on the marketing segment of strategic management education. Although relatively new to the management education literature, community-based learning activities in the form of user-generated communications offer endless opportunities for enhancing more traditional teaching and learning systems (Lowe and Laffey 2011; Rinaldo, Tapp, and

Laverie 2011; Halvorson, Ewing, and Windisch 2011). Hall (2012) suggests crowdsourcing is a way to bring students and faculty together to engage in problem solving; he also suggests that crowdsourcing is a natural fit for students who aren't in a fixed location with fixed schedules. Business educators have been increasingly interested in using social media technologies like Twitter and Second Life (Lowe and Laffey 2011; McCabe and Meuter 2011) for preparing students for the digital age. Gray, Peltier, and Schibrowsky (2012) and Munoz (2012) suggest more research is needed in the area of technology and student's digital literacy, specifically as it relates to student learning through use of wikis. The current study adds to this literature by examining Wikipedia's relative accuracy to domain-general (principles of marketing and marketing management) and domain-specific (advertising and marketing communications) marketing textbooks and highlights the need for marketing educators to lead the improvement of the accuracy and completeness of marketing-related terms on Wikipedia. Further, we provide results of a second study that examines the number of cited references from scholarly sources. Finally, we outline how marketing faculty can engage students to improve Wikipedia's coverage of marketing terms and in the process improve student's digital literacy skills. We close by recommending future studies in other segments within strategic management education.

A *wiki* "is a website that allows the creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor" (Wikipedia 2014) "Wikis are typically powered by wiki software and are often used collaboratively by multiple users. Examples include community websites, corporate intranets, knowledge management systems, and note services." (Wikipedia 2014). Marketing educators should be knowledgeable about how user-generated content in the form of wikis can aid students in their learning experience. Recent pedagogy literature has focused on the use of course-specific wikis for collaborative and experiential learning purposes tied to student research and projects (Workman 2008; Munoz 2012) as well as creating course-related learning materials like study guides, marketing textbooks, and other materials (Cronin 2009; Munoz 2012). In this paper, we address the wiki user-generated content found on the Wikipedia website.

Interestingly, while previous studies have explored the value and use of user-generated content sites in the classroom (Halvorson, Ewing, and Windisch 2011; Kurthakoti, Boostrom, Summey, and Campbell 2012; Hall & Griffy-Brown, 2016; Lowe and Laffey 2011; McCorkle and McCorkle 2012; Rinaldo, Tapp, and Laverie 2011; Schirr 2013; Tuten and Marks 2012; Veeck and Hoyer 2014) few studies have sought to understand the value of using Wikipedia in the marketing classroom (Gray, Peltier, and Schibrowsky 2012). No user-generated content website has been so negatively scrutinized in the academic press as Wikipedia and many faculty doubt the veracity of the content found on Wikipedia, including one university department who banned its use by students (Jaschik 2007; and as cited

in Maehre 2009, p. 229). The academic community's negative views of Wikipedia are likely because other user-generated content sites do not focus on generating content considered 'factual' and the community's questions regarding the rigorousness of the editing and review process on Wikipedia.

2. Wikipedia's Role in Contributing to Marketing Content

Conventional wisdom suggests textbooks are the predominant source for marketing course content. Textbook content is grounded in accepted theories and practices that have passed both the peer review process and the test of time. However, in the digital age, marketing content can come from a variety of sources including the nearly unlimited scope of the World Wide Web. Today marketing faculty may derive content from both digital and non-digital sources such as textbooks, textbook ancillary material, peer-reviewed journal articles and the World Wide Web (e.g. Wikipedia). Nevertheless, faculty often consider marketing textbooks as teaching staples as evidenced by their longevity and staying power in the marketplace.

In a digital world full of unlimited sources of *free* or low cost expert marketing material, for example at the American Marketing Association (<https://www.ama.org/Pages/default.aspx>) or the Direct Marketing Association (<https://thedma.org>), marketing educators continue to rely on marketing textbooks as the primary source of course content. In the face of free or low cost content, marketing educators are skeptical of user-generated content outside of historical formats like textbooks or peer-reviewed journal articles. Moreover, website material is not organized in a manner that is comparative to the week-by-week, topic-formatted textbook. Despite these issues, the World Wide Web has by default become an important medium to access if not a *secondary* source for marketing content. For instance, consider how often websites are referenced in marketing textbooks via examples or as a way for students to self-teach or 'dig deeper' into a given topic. Furthermore, for some topics the World Wide Web is a source of compiled marketing content not accessible in any other format. For example, e-books, webinars, white papers, and marketing industry virtual conferences, represent marketing-related content typically accessible only via the World Wide Web whereas journal articles and newspaper/magazine articles may be available via both print and digital formats. However, students may be more likely to turn to the digital sources first given the speed and ease of access plus students' familiarity with technology (Okoli et al. 2014). Additionally, evolving domains of marketing related to the World Wide Web or "web 2.0" often mean traditional textbooks become quickly outdated given the speed of change within this area of the discipline (Cronin 2009). A key question is where does Wikipedia fit into the historical model of learning? Although *faculty* rely on the steady

consistency of the marketing textbook, studies show that *students* look to Wikipedia for quick and accurate information (Head and Eiesenberg 2010).

Wikipedia began as Nupedia in 2000 and is popular with students because of its “4 C information utility—*currency, coverage, comprehensibility, and convenience*,” (Head and Eisenberg 2010, p.3). Head and Eisenberg (2010) report that the majority of college students in their study of six campuses use Wikipedia (75%), regardless of a faculty’s advice against its use (Cheng 2010). They also find that 64% of students in their sample use Wikipedia to find the definition of a specific term while 70% use it to jump-start a research project. Conventional wisdom (and simply listening to hallway discussions) suggests even if a student doesn’t cite Wikipedia directly, they cite or use the references found on the Wikipedia website. Therefore, a key question is the quality of references on Wikipedia entries for marketing terms.

Can faculty and students trust Wikipedia? Lorenzen (2006) finds that Wikipedia’s popularity amongst students has forced academia to re-evaluate what is and isn’t a valid source of information (for a complete list of the studies, universities, summary of findings, and links to these studies, please see http://en.wikipedia.org/wiki/Wikipedia_accuracy). As of July 2015, Wikipedia lists more than 236 references (including over 37 from academic journals published since 2010) which evaluate the accuracy and/or completeness of Wikipedia relative to other sources. As noted earlier, one likely objection from the academic community related to students’ use of Wikipedia is the concern with erroneous information. However, recent studies from medical-related fields like psychiatry (Reavley et al. 2012) and pharmacology (Kraenbring et al. 2014) indicate Wikipedia provides comparable if not better coverage than peer-reviewed sources in those fields. For example, Kraenbring et al. (2014) suggest both the German and English language versions of Wikipedia provide highly accurate (99%) and complete (>90%) drug-related information relative to undergraduate pharmacology textbooks for a basic pharmacology course. In combination, these findings suggest the marketing academic community should revisit the potential value of user-generated content sites like Wikipedia for marketing educational purposes. Evaluation of the accuracy and completeness of Wikipedia’s coverage of marketing-related terms is a key step in exploring the site’s potential value.

Though Wikipedia earned the 2006 *Library Journal* seal of approval¹ (Miller, Helicher, and Berry 2006), the 2007 American Library Association President cautioned its blind use (Gormon 2007). The Wikipedia organization has implemented strict policies and procedures that promote quality and accuracy of Wikipedia content through a peer-review editing process (Carvin, 2006). However, concerns about the transparency of Wikipedia’s editing process exist

1. The *Library Journal* is a publication targeting the library community and includes reviews on several reference formats including websites. Wikipedia received the seal of approval in 2006 based on three reviewers’ evaluation of Wikipedia’s content related to popular culture, current affairs, and science.

related to who edits Wikipedia entries and the potential for bias or false information in entries (Santana and Wood 2009; Mesgari et al. 2015). Dalip, et al., (2009) suggest that as the Wikipedia organization has evolved, it has made great strides in terms of quality and accuracy. However, some disciplines are taking matters into their own hands to improve the quantity and quality of information available on Wikipedia. For example, faculty from well-known universities in the public-policy discipline (Georgetown, Harvard, and Indiana University, as well as many others) participated in a pilot program to strengthen the quantity and quality of public policy related information (Wikipedia 2014). Additionally, since 2010, organizations including academic institutions and their librarians have collaborated to provide Wikipedia's editors with access to academic databases to improve the information quality and references used in Wikipedia entries (Orlowitz and Early 2014). Of significance, these efforts also enable Wikipedia users to connect to the original articles via library databases, thereby providing the public with greater access to credible sources. Taken together, these studies and actions imply that each discipline should assess the quality and accuracy of their own discipline-specific content and devise a plan of action for addressing any shortcomings found on Wikipedia's coverage of the discipline.

3. Methodology

Two studies were completed to assess the value and accuracy of content found on the Wikipedia.org website as a source of marketing content. In Study 1, a content analysis (Holsti 1969) of a sample of marketing textbook glossary term definitions were compared to the definitions of the terms found on the Wikipedia website. In Study 2, we searched for updated Wikipedia entries on a subset of the terms from Study 1 along with collecting new data on the Wikipedia entries. Importantly, Study 2 enhances the understanding of the comprehensiveness of coverage by providing exploratory insights on the source credibility of references cited for marketing terms on Wikipedia.

Study 1: Assessing Value & Accuracy of Marketing Terms on Wikipedia

A random sample of marketing glossary terms were collected from the four top selling categories of marketing textbooks identified by the textbook industry: marketing principles, marketing management, marketing communication, and advertising (Murray 2010). Textbooks published over a five-year span were included to acquire a range of older and newer marketing terms and concepts. Textbooks that focus on fairly standard content and that address widely accepted marketing concepts were chosen as well as textbooks that address newer concepts

in marketing communications. The overall objective was to gather enough marketing terms from the most popular categories of textbooks to reflect the subtle diversity of authors who identify (or name) some terms a little differently than others. The expectation of the dataset of terms was that it would be random but diverse enough to ‘catch’ these subtleties (if they exist on Wikipedia). The following 13 textbooks were used to select the random sample of marketing terms:

1. *Essentials of Contemporary Advertising* (Arens, Schaefer, and Weigold, 2011)
2. *Advertising and Promotion: An Integrated Marketing Communications Approach* (Belch and Belch, 2009)
3. *Contemporary Marketing* (Boone and Kurtz, 2012)
4. *Integrated Advertising, Promotion, and Marketing Communications* (Clow and Baack, 2008)
5. *Marketing Management: A Customer-Oriented Approach* (Clow and Baack, 2010)
6. *Marketing* (Grewal and Levy, 2012)
7. *Marketing* (Kerin, Stevens and Hartley, 2011)
8. *A Framework for Marketing Management* (Kotler and Keller, 2012)
9. *Marketing Management* (Marshall and Johnston, 2011)
10. *Advertising and Integrated Brand Promotion* (O’Guinn, Allen, and Semenik, 2009)
11. *Promo* (O’Guinn, Allen, and Semenik, 2011)
12. *Basic Marketing: A Marketing Strategy Planning Approach* (Pearrault, Cannon, and McCarthy, 2008)
13. *Advertising, Promotion, and other Aspects of Integrated Marketing Communications* (Shimp, 2010)

The sample was chosen by counting the total number of glossary terms, determining the quantity necessary to achieve a 20% sample, and selecting every “N-th” term starting with the first term. Over an eight-month period, each term was entered into the Wikipedia website. If the term was found all pages associated

with the Wikipedia definition were printed. If the term was not found and Wikipedia automatically suggested an alternative, that definition was printed. If the term was not found, "NF" was designated in the dataset. A usable sample of 14.6% (852) of terms was located and printed yielding 4,143 pages of data.

The data were analyzed using the guidelines set by Krippendorff (2004) and following previous studies on Wikipedia in Advertising (Gray and Hoyle 2011), Integrated Marketing Communications (Gray 2011) and Marketing (Gray and Peltier 2012). Importantly, the current study adds to this literature by comparing the accuracy of Wikipedia for marketing terms across domain-general and domain-specific textbooks. Krippendorff (2004) suggests that data that is organized into two comparative units can be analyzed using a scaled device. Similar to previous studies within the marketing discipline, each textbook definition was compared to the corresponding Wikipedia definition and rated using a three-point Likert scale where 1=Correct Definition, 2=Correct but difficult to find the term or the definition was not easy to decipher, or 3=Incorrect definition when compared to the textbook term. Krippendorff's (2004) guidelines suggest the researcher should take into account the inferred meaning of the definition (syntax) and this consideration was given. The number of references cited for each term found on Wikipedia was also recorded.

The authors of this study assessed the rating. Table 1 shows the summary results from each textbook and Table 2 outlines the results from a t-test comparing Wikipedia's accuracy for domain-general textbooks (principles of marketing and marketing management texts) versus Wikipedia's accuracy for domain-specific textbooks (advertising and marketing communication texts).

Table 1: Summary of Data Results from Study 1

Wikipedia: Summary of Data Collection

Textbook	Glossary Total	Sample Size (20%)	Usable Sample	% Coverage	# Total Pages	Pages Per Term	# References Cited	References Per Term	Reliability
Arens, et al (2011) (S)	880	176	147	83.5%	612	4.16	872	5.93	1.33
Belch & Belch (2009) (S)	525	104	72	69.2%	341	4.74	651	9.04	1.25
Boone & Kurtz (2012) (S)	581	119	75	63.0%	351	4.68	684	9.12	1.16
Clow & Baack (2008) (S)	229	46	21	45.7%	97	4.62	207	9.86	1.10
Clow & Baack (2010) (G)	249	50	39	78.0%	183	4.69	577	14.79	1.69
Grewal & Levy (2012) (G)	599	120	76	63.3%	495	6.51	1092	14.37	1.19
Kerin, et al (2011) (G)	431	87	69	79.3%	407	5.90	1085	15.72	1.10
Kotler & Keller (2012) (G)	245	49	34	69.4%	208	6.12	544	16.00	1.26
Marshall & Johnston (2011) (G)	574	117	73	62.4%	343	4.70	593	8.12	1.19
O'Guinn, et al (2009) (S)	532	106	75	70.8%	337	4.49	1111	14.81	1.34
O'Guinn, et al (2011) (S)	204	41	36	87.8%	174	4.83	349	9.69	1.33
Pearrault, et al (2008) (G)	615	127	111	87.4%	496	4.47	855	7.70	1.25
Shimp (2010) (S)	179	36	24	66.7%	99	4.13	142	5.92	1.76
Totals/Averages	5843	1178	852	72.3%	4143	4.86	8762	10.28	1.30

G=Domain general text, S= Domain specific text

Table 2: Comparing Domain-General vs. Domain-Specific Textbook Terms on Wikipedia

Mean Comparisons of Domain-General vs. Domain-Specific Marketing Textbook Coverage on Wikipedia									
Textbook Category	Glossary Total	Sample Size (20%)	Usable Sample	% Coverage	# Total Pages	Pages Per Term	# References Cited	References Per Term	Reliability
Domain-General (Principles or Mkt Mgmt)	452	92	67	73.0%	355	5.40	791	12.79	1.28
Domain-Specific (Advertising or IMC)	447	90	64	70.0%	287	4.52	574	9.20	1.32
P-value	n.s	n.s.	n.s.	n.s.	n.s.	0.015	n.s.	0.042	n.s.

Data tables 3-15 contain the results from each textbook including the name of the textbook term, the Wikipedia term (if automatically redirected), the number of references cited, the number of printed pages associated with each term and the score assigned to the term are provided in Appendix A.

Study 2:

In order to examine completeness of coverage, changes in coverage, and credibility of references, additional data was collected on a sample of the terms from Study 1. First, a random sample of 20% of the original 862 usable terms (n=172) was selected using SPSS. We then searched Wikipedia for the current entries of these 172 terms to collect updated information related to page length and number references (Study 2). Additionally, we identified new data provided to provide updated insights on the comprehensiveness of coverage, reference credibility, and popularity of the marketing terms on Wikipedia. This data included the number of journal references cited, total number of edits since creation, visits within the last 30 and 90 days to the English-language version of the Wikipedia entry, article word count, and the number of entries on different language versions of the Wikipedia site for the term. Table 16 shows summary descriptive data for this second sample of 172 randomly selected terms.

Table 16: Summary Statistics from Study 2

	Average	Median
# of Edits Per Term	906.27	339
# of Pages Per Term	8.80	6
# of Words Per Term	2,497	1492
# of Total References Per Term	17.82	7
# of Journal References Per Term	2.46	0
# of Visits Per Term in Last 30 Days	11,726	6,010
# of Visits Per Term in Last 90 Days	46,737	24,880
# of Other Language Sites Per Term	19.66	12

4. Discussion

The data from the two studies suggest four important findings. First, overall Wikipedia appears to be an accurate source of marketing content. Of the 852 items contained in the usable sample, only 19 terms (2% of the usable sample) were rated as a '3' = Incorrect definition when compared to the textbook term (by chance 'noise' was included in the sample three times and was rated three times as a '3'). Interestingly, the terms rated '3' appear to have a common theme—they are general in nature and can be construed as having multiple meanings or they are terms that are very specific to marketing. The following is the list of terms that were rated '3': Benefit, broadside, distribution obligation, environments, hit, image, internal partnership, leading, meaning, merchandisers, noise, presentation, relationship, rule of 3, salient, share, transmitter, verbal, and, vulnerability.

The average score across all textbooks was a 1.30 demonstrating Wikipedia is an accurate source of marketing content. When Wikipedia began as Nupedia in 2000 it was a user-generated content site with little oversight. Today Wikipedia has over 33 million pages in 270 languages and over 21.5 million users (Wikipedia 2014). Wikipedia has implemented policies and procedures designed to reinforce accuracy and over time Wikipedia has evolved as a peer-reviewed, real-time source of accurate information across many disciplines, including marketing (The Economist 2011). The London Guardian conducted a study in 2005 asking experts to evaluate material found on Wikipedia, their findings suggested that Wikipedia is sometimes cumbersome in terms of information organization but has few glaring inaccuracies (Barnes 2005). This study supports Barnes' (2005) study.

Second, of the 1,178 terms randomly selected in the study 1 sample, 326 (28% of the sample) terms were not available on the Wikipedia website. Studies from other disciplines (e.g. Kraenbring et al. 2014 found >90% of pharmacology textbook terms were covered) have found Wikipedia includes a more comprehensive coverage of textbook related terms than our findings related to four categories of marketing textbooks. Third, data presented in Table 2 indicates there are few significant differences between textbooks covering general marketing concepts (e.g. "domain-general" texts for principles of marketing or marketing management) and textbooks covering specific areas of marketing (e.g. "domain-specific" texts covering advertising and marketing communications). The findings suggest Wikipedia provides accurate definitions of terms to those found in both domain-general (1.28) and domain-specific (1.32) marketing textbooks. Similarly, Wikipedia's coverage of marketing content based on the percentage of terms found on Wikipedia (73% domain-general vs. 70% domain-specific) is not significantly different. However, the findings suggest there may be differences in the depth or completeness of coverage based on the amount of information (pages per term) and sources (references per term) for each term. On

average, Wikipedia entries related to terms from general marketing textbooks have significantly more pages per term (5.40 vs. 4.52; $p < 0.015$) and references per term (12.79 vs. 9.20; $p < 0.042$) compared to Wikipedia entries from domain-specific marketing textbooks. Therefore, our results suggest niche areas of marketing may have less coverage on Wikipedia both in terms of quantity and quality (source credibility). In combination, these findings suggest a unique opportunity for marketing faculty to take control of marketing-related content and ensure this content is properly and accurately represented.

Study 2 provides exploratory findings on how Wikipedia's coverage of marketing terms changed since the data collection for study 1. Importantly, the findings of study 2 suggest the amount of coverage and references cited increased for the sample of 172 terms. Specifically, the number of pages per term increased from 4.26 to 8.53 ($p < 0.001$) and the references cited per term increased from 8.37 to 16.79 ($p < 0.001$). Study 2 also provides preliminary findings on the popularity of marketing terms on Wikipedia. On average, the 172 terms were visited 11,726 times during the previous 30 days (of note given this period was outside the typical academic calendar) and each term on average appears on nearly 20 foreign-language versions of Wikipedia. Importantly, the site traffic data suggest marketing terms on Wikipedia are important to continue to improve given the potential reach beyond the classroom. Globally, the coverage of many of these marketing terms is also lacking on Wikipedia and requires further attention from the discipline.

Although not a primary focus of our study, the results in study 2 and a review of the references found under Wikipedia's article for the search term "marketing" suggests marketing faculty should be concerned with the completeness (and quality) of references for marketing-related terms. In Study 2, we provide preliminary information to assess *reference credibility* based on the number of references from peer-reviewed journal sources. Of significance, the data indicate on average only 2.46 references per term are from peer-reviewed journal sources (~11.4% of the references for each term). However, 61.4% of the terms in Study 2 include zero references attributed to peer-reviewed journal sources. Figure 1 provides the verbatim list of the 20 references found under the search term "marketing" on Wikipedia (as it appeared on July 12, 2015). Based on a quick classification of these references only two are from peer-reviewed journals with a majority of the other references coming from textbooks or other books (twelve). It is unlikely that all marketing faculty would agree on the complete list of references that should be cited for a detailed explanation of the term "marketing." However, we believe all faculty would likely agree this list is at the very least incomplete and not comprehensive enough given the term "marketing" includes a discussion of the following topics (verbatim from Wikipedia as of July 12, 2015):

Contents

- 1 History
 - 1.1 Earlier approaches
 - 1.2 Contemporary approaches
- 2 Customer orientation
 - 2.1 Organizational orientation
 - 2.1.1 Herd behavior
 - 2.1.2 Further orientations
- 3 Marketing research
 - 3.1 Marketing environment
 - 3.2 Market segmentation
 - 3.3 Types of market research
- 4 Types of marketing
- 5 Marketing planning
 - 5.1 Marketing strategy
 - 5.2 Positioning
- 6 Buying behavior
 - 6.1 B2C buying behavior
 - 6.2 B2B buying behavior
- 7 Marketing roles
 - 7.1 B2B Marketing roles
- 8 Use of technologies
- 9 Services marketing
- 10 Right-time marketing
- 11 Guerrilla marketing
- 12 See also
- 13 References
- 14 Bibliography
- 15 External links

References [\[edit\]](#)

- Combined with the findings of Study 1, the preliminary findings of study 2 and a review of the term “marketing” suggest although content related to marketing terms on Wikipedia may be accurate relative to textbook definitions, the completeness of content, particularly in terms of references needs further improvement. Of significance to the academic community, the inclusion of more journal references for each term may help increase the exposure and dissemination of knowledge from relevant original research in the marketing discipline.

Marketing faculty should follow in the footsteps of the public policy discipline and make certain each discipline-specific concept is not only easily found on the Wikipedia website but is accurate and well referenced. This should be executed in an organized and systematic fashion. We recommend the American Marketing Association and the Direct Marketing Association (Direct Marketing Educational Foundation) each delegate an e-board member to oversee Wikipedia marketing content. Or, this task can be undertaken an organized by the reviewers and editors of a marketing or business journal with international reach, such as the *Journal of Strategic Management Education*. These individuals should self organize to lead the discipline forward with accurate and well-referenced marketing (and on a broader scale, business) content on the Wikipedia website. This is a natural fit because together these organizations have access to world-class marketing faculty who are the authors of the hallmark works of the marketing discipline; these authors and works should be emphasized on the Wikipedia website where applicable. We also encourage marketing faculty to become actively involved in

editing the terms, concepts and models that align with their area of expertise. As long as the Wikipedia organization continues to embrace policies and procedures that uphold accuracy and real-time dissemination of educational content, marketing faculty should embrace Wikipedia's use and oversee its own discipline specific content.

While marketing topics in general would benefit from marketing educators' increased focus and editing contributions, attention given to more domain-specific areas may be especially beneficial. Although, on some levels our results suggest domain-specific marketing terms may be on par with more domain-general marketing terms, the results also suggest domain-specific terms may not have the same depth of coverage. Moreover, newer areas like digital marketing may actually have even lower coverage on Wikipedia than more established fields like advertising and marketing communications. Therefore, marketing faculty's efforts to improve domain-specific coverage including digital marketing terms and concepts on Wikipedia may be especially beneficial. First, these topic areas may require additional attention and frequent updating given the speed at which marketing is expanding and changing in areas such as the World Wide Web, mobile, and social media. Second, students studying these areas may be more reliant on Wikipedia to learn new terms and concepts, given the lack of traditional textbooks for courses in these areas and the speed at which the textbooks become outdated given the rapid changes in the related technologies (Cronin 2009). Marketing educators researching these areas can help ensure not only accurate but also comprehensive coverage through Wikipedia contributions.

Direct contributions from marketing educators are just one opportunity for maintaining and improving Wikipedia's accuracy and depth of marketing-related coverage. Beyond the aforementioned Wikimedia Public Policy Initiative, a search of Wikipedia finds a variety of undergraduate and graduate courses undertaking Wikipedia-related assignments in place of traditional student research papers. (See <http://en.wikipedia.org/w/index.php?title=Special:Courses&action=purge> for a list of current/pending courses using Wikipedia-related writing projects). Based on our review, several of these courses include assignments encouraging students to conduct in-depth research via scholarly sources and provide editing to current Wikipedia entries and/or new contributions.

Marketing educators who have incorporated student-generated wikis in the classroom and shared their experiences in pedagogy literature have generally focused on creating their own wikis rather than using Wikipedia (Workman 2008; Cronin 2009; Munoz 2012). Although these projects have produced positive learning outcomes related to enhanced collaboration (Cronin 2009), higher engagement levels with material (Workman 2008), and improved digital literacy and technology skills (Munoz 2012), the projects appear to have a limited reach in terms of improving marketing-related knowledge beyond those within the course given the closed nature of the described projects. Marketing educators

should consider incorporating Wikipedia-based assignments into their courses or encouraging students interested in their university's undergraduate research program to submit Wikipedia revisions based on the student's research within the marketing discipline. Such assignments have the potential to improve learning outcomes related to students' digital literacy skills, writing, and teamwork via an online, collaborative experiential learning environment. Moreover, the Wikipedia-based "research" projects should improve the accuracy and depth of marketing coverage on Wikipedia. Crowd sourcing

Moving forward, a key question is what learning outcomes marketing educators should expect from Wikipedia-based learning activities. The growing stream of research suggests Wikipedia-based projects lead to improved collaboration and technology skills along with improving students' research, critical thinking, and digital literacy/writing skills (Okoli et al. 2014). First, incorporating Wikipedia-based activities can enhance students' digital literacy by requiring them to critically read, analyze, and evaluate online information sources during their pursuit of relevant and credible information (Harouni 2009; Rand 2010; Judd and Kennedy 2011). Efforts to improve marketing students' evaluative processes of online sources would appear to be of high value considering the increasing importance of digital-based communications specific to the field of marketing as well as in everyday life (Jennings 2008). Furthermore, encouraging students to seek out scholarly sources to enhance marketing entries on Wikipedia will increase students' exposure to scholarly research, secondary data skills, among others. Therefore, students may benefit from wiki-based research assignments encouraging more hands-on involvement with marketing content (Cronin 2009). Critical thinking skills should also improve as students evaluate findings, uncover scholarly debates in the literature, and synthesize core concepts for inclusion in Wikipedia entries. Likewise, Wikipedia-based learning activities can improve technology and digital writing skills through writing and editing Wikipedia articles (Chandler-Olcott 2009; Okoli et al. 2014). This process should require students to develop scholarly-supported arguments using appropriate citations in order to achieve the expected individual student learning outcomes and desired improvements to the accuracy, completeness, and credibility of Wikipedia entries. Furthermore, the collaborative nature of the Wikipedia editing and writing process should help introduce students to online collaboration that is increasingly important in today's work environment. In addition to improving students' digital literacy skills, the Wikipedia-based activities should improve the accuracy and completeness of marketing information along with adding more scholarly sources to the citations of Wikipedia entries. In combination, this may also lead to increased visibility of the field's most important scholarly contributions to marketing knowledge. Therefore, we encourage marketing educators to incorporate and evaluate the impact of Wikipedia-based classroom learning activities. Future research from marketing educators who integrate these types of assignments/projects into their

courses should communicate their experiences, assessment of learning outcomes, and other findings to improve the design and use of this collaborative learning opportunity.

6. Conclusion

Our study finds Wikipedia's definitions of marketing terms to be *highly accurate* relative to both domain-general and domain-specific marketing textbook definitions. However, despite its accuracy, Wikipedia's coverage of marketing terms appears to be incomplete and so, while Wikipedia can help students 24/7, it needs more content from experts around the globe. Content analysis data indicate that Wikipedia covers only 72% of the sampled terms from 13 marketing textbooks (considerably lower than studies from other disciplines). Additionally, references for the 172 terms in Study 2 such as the search term "marketing" are lacking overall and especially in terms of citations from scholarly sources. Our preliminary findings suggest more extensive research is necessary to investigate the completeness of information and references related to marketing terms on Wikipedia including further classification of sources. As noted earlier, Head and Eisenberg (2010) report students frequently use Wikipedia to define specific terms and initiate their research. Therefore, marketing educators should be concerned not only with the accuracy of Wikipedia's definitions of marketing terms but also measures examining the depth of information (e.g. word count) and completeness (including categorization) of cited references.

The topic of information completeness on Wikipedia has received increased attention across multiple disciplines with most studies concluding Wikipedia provides broad and comprehensive coverage (see Mesgari et al. 2015 for a more in-depth review beyond the specific examples included below). The aforementioned study of pharmacology drug entries on Wikipedia is one example suggesting the site can be highly accurate and comprehensive in coverage of education/textbook related terms (Kraenbring et al. 2014). However, a study of the political science field suggests although Wikipedia is highly accurate compared to the field's established reference sources, Wikipedia's coverage omits relevant information (Brown 2011). While research has examined the comprehensiveness of Wikipedia in several fields (Mesgari et al. 2015), no study we are aware of has thoroughly examined the completeness of information related to the marketing discipline. Based on a search for 1,178 marketing terms, our findings appear to mimic Brown's analysis of the political science field. Importantly, Wikipedia's editing process may lead to relatively quick changes that extend the breadth and depth of a topic (Royal and Kapila 2009). Furthermore, our findings in study 2 suggest scholarly sources are lacking for marketing terms and require further attention to improve the completeness of marketing information on Wikipedia.

7. Limitations and Future Research Directions

Conventional wisdom would suggest that what holds true for this study would also hold true for other segments of strategic management education but more research is warranted to verify this idea. Strategic management includes many disciplines and additional studies like this one should be conducted to assess the accuracy of Wikipedia in accounting, business law, business information systems, and human resource management for example, in order to thoroughly assess the accuracy of Wikipedia across the broad scope of business. Although few differences appear to exist between Wikipedia's definitions of marketing terms relative to both domain-general and domain-specific marketing textbooks from our review of 852 "found" marketing terms resulting in 4,143 pages of data from Wikipedia, a few limitations to our study exist. Throughout our study, we assume that textbook authors and their definitions are an "accurate" source by which we can benchmark Wikipedia's accuracy on marketing-related terms. However, each author may define terms differently and lead to different judgments on what is "accurate." Although our findings suggest Wikipedia is an "accurate" source for marketing-related information, it may be more appropriate to state Wikipedia's entries on marketing-related terms contain similar information to the sample of textbooks used in our study. Moreover, this raises an important question as to whether there is a more rigorous process for evaluating both "correctness" and "accuracy" of definitions or information on Wikipedia as well as within or between marketing textbooks. A second limitation is the scope of the texts the study uses to draw the sample of marketing terms. Although the current study uses 13 texts from the four top-selling categories of marketing textbooks, the inclusion of a broader range of texts including consumer behavior, marketing research, and other domain-specific areas as well as texts from outside the United States would expand the generalizability of our study. Future research could incorporate additional texts from other specific domains of marketing as well as examining the accuracy and comprehensiveness of marketing coverage on non-English versions of Wikipedia. Importantly, results from Study 2 suggest there may be a lack of marketing coverage on many of the non-English versions of Wikipedia.

Our research provides the number of cited references and pages of content found for each of the reviewed marketing terms at the time of our analysis. Although not the primary focus of our study, our preliminary analysis of the 20 references found for the search term "marketing" and data from study 2 suggest the completeness of citations and hence marketing content is somewhat low. Further research examining the information completeness of Wikipedia's marketing content including a more comprehensive study of citation quality is warranted. Kraenbring et al. (2014) provides one methodological approach for assessing information "quality" of Wikipedia entries by classifying the percentage of citations originating from peer-reviewed journals, textbooks, news

publications, or other sources. Importantly, future research that uses categorical analysis of the “quality” of citations for marketing-related content on Wikipedia not only will increase our understanding of the “credibility” of references used, but should also provide an additional measure of the overall quality of marketing content on Wikipedia. Researchers may also want to conduct a complete time series comparison to our data in study 1 to identify changes in the number of cited references in conjunction with other analysis to determine completeness of information and cited references beyond the preliminary findings we provide in study 2. Importantly, research examining the completeness of marketing information on Wikipedia will identify what gaps in coverage exist that marketing scholars can help close by editing current Wikipedia entries or adding new entries. Finally, in light of our recommendations to incorporate student-based learning via writing/editing of marketing-related Wikipedia entries, research assessing the impact of Wikipedia-based assignments/projects on digital literacy and other student learning outcomes, assignment design issues, and other findings are likely to be of interest to marketing educators.

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APPENDIX

Appendix A: Tables 3-15

Table 3: Contemporary Advertising (Arens et al, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Account Planning	Account Planning(7,5)	1	Marketer	Marketing(10, 15)	1
Ad Request	Run of Press (1,0)	1	Marketing-Objectives	Marketing-Objectives(10, 15)	1
Advertising Impression	Cost Per Engagement (3, 7)	1	Master Tape	Master Recording(3, 0)	1
Advertising Specialty	Promotional Merchandise (4, 3)	1	Media Buyer	Media Buying(2, 2)	1
AdWords	AdWords(6, 27)	1	Media Planning	Media Planning(1, 0)	1
Ambush Marketing	Ambush Marketing (3, 11)	1	Medium	Medium(2, 0)	1
Animatic	Storyboard (6, 0)	1	Message Weight	Effective Frequency(5, 8)	1
Art Direction	Art Director (3, 1)	1	Mnemonic Device	Mnemonic(4, 5)	1
Author	Author (5, 9)	2	Motivation	Motivation(13, 24)	2
Average Quarter-Hour Share	AQH Share(1, 0)	1	Multimedia Presentation	Multimedia (8, 8)	1
Benefits	Advertising-Benefits (18,36)	3	NAICS	North America Industry Classification	1
Bleeds	Printing-Bleed (2, 0)	1	Narrowband	Narrowband(2, 3)	1
Body Copy	Copy-Written (1, 0)	1	National Advertising	National Adv. Review Counsel(6, 11)1	1
Brand	Brand (11, 20)	1	Needs	Need(4, 8)	2
Brand Loyalty	Brand Loyalty(4, 2)	1	News/Information	Headline(3, 5)	2
Broadside	Broadside(2, 7)	3	Noise	Noise(5, 8)	3
Business Advertising	Business to Business (2, 0)	2	Nonprobability Sample	Nonprobability Sampling(2, 0)	1
Business to Business Agency	Advertising Agency(6, 0)	2	Nutritional Labeling and Education Act	Nutritional Labeling and Education Act	1
Cable TV	Cable Television(8, 12)	1	On Camera	On Camera(2, 3)	1
Catalogs	Catalog (2, 0)	1	Opinion Sampling	Opinion Poll(12, 30)	1
Central Location Test	Central Location Test(1, 0)	1	Out-Of-Home Media	Out-Of-Home Advertising(4, 9)	1
Circulation	Circulation (1, 0)	1	PageRank	PageRank(6, 33)	2
Click-Through	Clickthrough Rate (2,3)	1	Pasteup	Paste Up(2, 0)	1
Cognitive Dissonance	Cognitive Dissonance(8, 29)	1	Perception	Perception(5, 10)	2
Company Conventions and Dealer Meetings	Trade Fair(6, 23)	1	Personal Com.	Personal Com. Service(1, 1)	1
Conditioning Theory	Conditioning(1, 0)	2	Photographer	Photographer(3, 0)	1
Consumer Decision Process	Buyer Decision Process(5, 10)	1	Point	Point(3, 0)	2
Consumer Sales Promotions	Sales Promotion(3, 2)	1	Position	Position(1, 0)	1
Contract Rate	Rate Contract(2, 0)	1	Poster-Style Format	Advertising poster(14, 9)	2
Copy	Copy(1, 0)	1	Posttesting	Ad Tracking(3, 2)	1
Copywriters	Copywriting(2, 0)	1	Press Agency	News Agency(4, 2)	1

Corrective Advertising	False Advertising(4, 12)	2	Prime Time	Prime Time(3, 2)	1
Cover Date	Cover Data(1, 0)	1	Privacy Rights	Privacy(10, 29)	2
Creative Boutique	Advertising Agency(6, 0)	2	Product	Product(1, 0)	1
Cume Persons	Ratings (Broadcast) (4, ?)	1	Product Life Cycle	Product Life Cycle Mgt(4, 7)	1
Custom Magazines	Custom Media(2, 0)	2	Program Rating	Ratings (Broadcast) (4, 0)	2

Table 3 Continued: Contemporary Advertising (Arens et al, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Daily Newspapers	Newspaper (13, 35)	1	Psychographics	Psychographic(1, 1)	1
Daypart Mix	Dayparting (4, 0)	1	Public Notices	Public Notice(2, 0)	1
Demarketing	Marketing Mix-Marketing Mix(18,36)	2	Puffery	Puffery(2, 3)	1
Dialogue/Monologue Copy	Copywriting-script(2,0)	1	Push Strategy	Push-Pull Strategy(4, 5)	1
Digital Video Effects(DVE) Unit	Digital Video(8, 4)	1	Random Probability	Random Sample(1, 0)	1
Directories	Directory(1, 1)	3	Rebates	Rebate(1, 0)	1
Display Advertising	Display Advertising (2, ?)	1	Reference Groups	Reference Group(2, 5)	2
Distribution Objectives	Advertising-Marketing Mix(18, 36)	3	Resellers	Reseller(1, 0)	2
Drive Times	Drive Time(1, 0)	1	ROP Advertising	Run of Press (1,0)	1
Electronic Media	Electronic Media(4, 8)	1	Sales Letters	Sales Letter(2, 2)	1
Empirical Research Methods	Empirical Research(3, 0)	1	Sample	Product Sample(2, 2)	1
Environments	Environment(1, 0)	3	Scale	Scale(2, 0)	2
Evoked Set	Consumer Behavior-Evoked Set(4, 2)**	2	Secondary Data	Secondary Data(3, 2)	1
Experiment Method	Experiment(11, 36)	1	Self Concept	Self Concept(2, 13)	2
Family Brand	Family Branding(1, 0)	1	Share	Share(2, 0)	3
Feature Article	Feature Article(1, 0)	1	Slotting Allowances	Slotting Fee(1, 5)	1
First-Run Syndication	Broadcast Syndication(11, 0)	2	Spam	Spam(1, 0)	1
Focus Group	Focus Group(5, 9)	1	Speechwriting	Speechwriter(3, 4)	1
Formal Research	Primary Research(2, 0)	1	Stakeholders	Stakeholder(1, 0)	1
Franchising	Franchising(12, 30)	1	Storyboard Roughs	Storyboard (6, 6)	1
General Consumer	Advertising Agency(6, 0)	2	Subculture	Subculture(5, 21)	1
Gross Rating Points	Gross Rating Points(1, 0)	1	Syndication	Syndication(1, 0)	1
Habit	Habit(1, 0)	2	Take-Ones	Take One(1, 4)	1
Ideas	Ideas(1, 0)	2	Taxicab Exteriors	Transit Media(2, 4)	1
In-Depth Interviews	Qual, MKtng, Research Depth(4, 0)	1	Test Market	Test Market(4, 5)	1
Industrial Markets	Industrial Marketing(5, 1)	1	Theory of Cognitive	Cognitive Dissonance(9, 29)	1
In Kind	Payment In Kind(1, 0)	1	Total Audience	Target Audience(1, 0)	2
Industrial advertising	Business to Business (2, 0)	1	Trade Deals	Discounts & Allowances(7, 5)	1
Intellectual Property	Intellectual Property(6, 53)	1	Transit Advertising	Transit Media(2, 4)	1
Interconnect	High-End Audio Cables(4, 12)	2	TV Households	Reach Advertising(1, 2)	2
Interview	Interview(2, 0)	1	Universal Product	Universal Product Code(9, 4)	1

Jingle	Jingle(2, 3)	1	Utility	Utility(6, 4)	2
Kerning	Kerning(3, 2)	1	Verbal	Verbal(1, 0)	3
Leading	Leading(2, 1)	3	Video Brochure	Video-Clip(5, 4)	1
Local Agency	Advertising Agency(6, 0)	1	Voice Over	Voice-Over(3, 1)	1
				Total* (571, 851)	1.33

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 4: Advertising and Promotion (Belch & Belch, 2009)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
80/20 Rule	80-20 Rule (6,21)	1	Link	Hyperlink (7,14)	1
Account Specific Marketing	NF		Mailing List	Mailing List (2,0)	1
Advertising Appeal	Advertising (18,36)	2	Market Segments	Market Segmentation (3,0)	1
Advocacy Advertising	Loyalty Advertising (3,9)	2	Marketing Plan	Marketing Plan (11,6)	1
Affordable Method	NF		Media Buying Services	Media Buying (2,2)	1
Arbitrary Allocation	NF		Media Vehicle	Advertising Media Selection (6,4)	2
Average Frequency	Frequency Averaging (1,0)	1	Mobile Billboards	Mobile Billboard (3,1)	1
Banner Ad	Banner Ad (5,4)	1	Multiplexing	Multiplexing (7,4)	1
Benefit Segmentation	NF		National Spot Advertising	NF	
Body Copy	Copy (1,0)	1	Nonmeasured Media	NF	
Brand Loyalty	Brand Loyalty (4,7)	1	One-sided Message	NF	
Campaign Theme	Advertising Campaign (1,1)	1	Out-of-home Advertising	Out-of-home Advertising (4,9)	1
Cease and Desist	Cease and Desist (3,0)	1	Pass-along Rate	NF	
Children's Online Privacy Protection Act of 1998	Children's Online Privacy Protection Act (3,10)	1	Percentage Charges	NF	
Clipping Service	NF		Personalization	Percentalization (7,9)	1
Collateral Services	Marketing Collateral (2,1)	2	Pop-under	Pop-under Ad (4,4)	1
Communication Objectives	Integrated Marketing Communication (2,2)	1	Preferred Position Rate	NF	
Compliance	Regulatory Compliance(3,1)	2	Pretests	Advertising Research (5,19)	1
Concept Testing	Concept Testing (3,1)	1	Problem Recognition	Buyer Decision Process (5,10)	2
Consumer Franchise-building Promotions	Franchising (11,32)	2	Product/service-specific Preplanning Input	NF	
Contest	Contest (1,0)	1	Promotional Products Marketing	Promotional Merchandise (5,3)	1
Cooperative Advertising	NF		Prospects	Prospect (2,0)	1
Cost per Order	NF		Psychosocial Consequences	NF	
Counterargument	Counterargument (1,0)	1	Pulsing	Advertising Media Selection (6,4)	2

Creative Selling	NF		Qualified Prospects	Qualified Prospect (1,0)	1
Cross/multimagazine Deals	NF		Readers Per Copy	NF	
Cume	Cume (1,1)	1	Recognition Method	Advertising Research (5,19)	1
Day-after Recall Scores	NF		Relationship Marketing	Relationship Marketing (7,16)	1
Demographic Segmentation	Market Segmentation (3,2)	1	Response	Advertising Research (5,19)	1
Differentiation	Differentiation (1,1)	1	ROI	Rate of Return (10,4)	1
Direct-marketing Agency	Direct Marketing (6,6)	2	Sales Promotion	Sales Promotion (3,2)	1
Directional Medium	NF		Sampling	Product Sample (2,2)	1
e-commerce	Electronic Commerce (6,17)	1	Selective Binding	NF	
Elaboration Likelihood Model	Elaboration Likelihood Model (4,11)	1	Selective Retention	Selective Retention (1,1)	1
Encoding	Code (5,0)	1	Sensation	NF	

Table 4 Continued: Advertising and Promotion (Belch & Belch, 2009)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Event Sponsorship	Sponsor (Commercial) (4,9)	2	Single-source Tracking	NF	
External Audiences	Public Relations (6,22)	2	Source	Source (3,0)	3
Fear Appeals	Fear Appeals (2,4)	1	Spamming	Spam (14,53)	1
Field of Experience	NF		Sponsorship	Sponsor (4,9)	1
Flesch Formula	Flesch Kincaid Readability test (2,2)	2	Station Reps	NF	
Frequency Programs	Loyalty Program (11,22)	2	Subliminal Perception	Subliminal Stimuli (10,46)	1
General Advertising Rates	NF		Support Media	Media (2,0)	2
Gross Ratings Points	Gross Rating Point (1,0)	1	Target CPM	NF	
Hemisphere Lateralization	Hemisphere Lateralization (3,5)	2	Telemarketing	Telemarketing (6,4)	1
Horizontal Cooperative Advertising	NF		Testing Bias	NF	
Incentive-based System	NF		Tracking Studies	Ad Tracking (3,2)	2
Infomercials	Infomercial (8,17)	1	Trade Show	Trade Fair (9,27)	1
In-house Agency	Advertising Agency (6,0)	1	Two-step Approach	NF	
Instant Coupon	Coupon (4,5)	1	Up-front Market	NF	
Integrated Marketing Communication Objectives	Integration Marketing Communications (2,2)	1	Video News Release	Video News Release (5,12)	1
Interactive TV	Interactive Television (8,3)	1	Webcasting	Webcast (4,8)	1
Internal Search	NF		World Wide Web	World Wide Web (15,82)	1
Jingles	Jingle (2,2)	1		Total* (341, 651)	1.25

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 5: Contemporary Marketing (Boone & Kurtz, 2012)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
80/20 Principle	Pareto Principle (6,21)	1	Marketing	Marketing (10,15)	1
Advertising Agency	Advertising Agency (6,0)	1	Marketing ethics	Marketing Ethics (9,31)	1
Allowance	Allowance (money) (2,2)	2	Marketing Plan	Marketing Plan (10,6)	1
Atmosherics	NF		Marketing Web-Site	Internet Marketing (6,1)	1
Base-point Pricing	Base Point Pricing (1,0)	1	Materials Handling System	NF	
Bottom Line	NF		Merchandisers	Merchandiser (2,1)	1
Brand Licensing	Brand Licensing (3,4)	2	Micromarketing	Micromarketing (1,0)	1
Brand Recognition	Brand (12,27)	1	Mobile Marketing	Mobile Marketing (6, 12)	1
Business Plan	Business Plan (7,11)	1	Motive	NF	
Business -to-business Product	NF		National Accounts Organization	NF	
Buying Center	Buying Center (1,2)	1	Noise	Noise (5,1)	3
Category Advisor	NF		North American Free Trade Agreement	North American Free Trade Agreement (7,52)	1
Channel	Marketing Channel (1,1)	1	Oligopoly	Oligopoly (8, 34)	1
Closing	Closing (sales) (1,0)	1	Outbound Telemarketing	NF	
Cold Calling	Cold Calling (1,1)	1	Percentage of sales Method	NF	
Commission Merchant	NF		Persuasive Advertising	NF	
Competitive Environment	NF		Planning	Planning (5,3)	1
Concept Testing	Concept Testing (3,1)	1	Population	Population (5,14)	1
Consumer Orientation			Postage Stamp Pricing	NF	
Containerization	Containerization (13, 26)	1	Presentation	Presentation (2, 0)	3
Convenience Products	NF		Primary Data	Raw Data (1,0)	1
Cooperative Advertising	NF		Probability Sample	Random Sample (2,0)	1
Cost per Impression	Cost Per Impression (2,2)	1	Product Diversification Strategy	NF	
Creative Selling	NF		Product Mix	Product Lining (2,0)	1
Customary Prices	NF		Product Related Segmentation	NF	
Creative Selling	NF		Promotional Allowance	NF	
Customary Prices	Customary Pricing (4,6)	2	Psychographic Segmentation	NF	
Customer-based Segmentation	Market Segmentation (3,2)	2	Puffery	Puffery (3,3)	1
Decline Stage			Qualifying	NF	
Demographic Segmentation	Audience Segmentation (4,21)	2	Quota Sample	Quota Sample (1,1)	1
Diffusion Process	Diffusion Process (1,0)	1	Reciprocity	Reciprocity (2,0)	2
Direct Selling	Direct Selling (3,5)	1	Relationship Selling	NF	
Drop Shipper	Drop Shipping (4,7)	1	Resellers	Reseller (2,1)	1
Elasticity	NF		Revenue Tariffs	NF	

Electronic Storefronts	NF		Sales Force Composite	NF	
Encoding	Code (5,0)	2	Sales Quota	Sales Operations (3,1)	2
Enterprise Resource Planning	Enterprise Resource Planning (9,23)	1	Secondary Data	Secondary Data (3,2)	1
European Union	NF		Seller Partnership	NF	

Table 5 Continued: Contemporary Marketing (Boone & Kurtz, 2012)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Exchange Control	Foreign Exchange Control (2,2)	1	Service Quality	Service Quality (7,8)	1
Expectancy Theory	Expectancy Theory (6,13)	1	Skimming Pricing Strategy	NF	
Fair-Trade Laws	Fair Trade Law (1,2)	1	Spam	Spam (15, 52)	1
Firewall	Firewall (7,2)	1	Split Runs	NF	
FOB plant	NF		Stock Keeping Unit	Stock Keeping Unit (3,0)	1
Franchise	Franchising (13,32)	1	Strategic Window	NF	
Full-Cost Pricing	Full Cost Accounting (5,4)	1	Suboptimization	NF	
Generic Products	Generic Brand (3,5)	1	Supply Chain	Supply Chain (4,7)	1
Goods	Good (2,2)	1	SWOT Analysis	SWOT Analysis (5,8)	1
Gross Domestic Product	Gross Domestic Product (14,28)	1	Target return objective	NF	
Homesourcing	Homesourcing (3,7)	1	Telemarketing	Telemarketing (6,5)	1
Impulse Goods & Services	Impulse Purchase (2,5)	1	Trade Allowance	NF	
Industrial Distributor	Industrial Distribution (2,0)	1	Trade Show	Trade Fair (10,29)	1
Informative Advertising	Informative Advertising (1,0)	1	Trend Analysis	Trend Analysis (2,5)	1
Integrated Marketing Communications	Integrated Marketing Communications (5,9)	1	Unfair Trade Laws	NF	
Intermodal Operations	NF		Upstream Management	NF	
Introductory Stage	NF		Value Pricing	Value-Based Pricing (2,2)	1
Just In Time	Just In Time (9,8)	1	Vertical Marketing System	NF	
Lifetime Value of a Customer	Customer Lifetime Value (2,4)	1	VoIP	Voice over IP (19,59)	1
Logistics	Logistics (5,3)	1	Wholesaling Intermediary	NF	
Manufacturer's Brand	NF		Zone Pricing	Geographical Pricing (2,0)	1
Market	Market (7,31)	1		Total* (351, 684)	1.16

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 6: Marketing Management: A Customer-Oriented Approach (Clow & Baack, 2008)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Administered Channel Arrangement	NF		Marketing	Marketing (11, 15)	1
Aptitude	Aptitude (2, 2)	1	Marketing Tactics	NF	
Bonus Pack	NF		Mission Statement	Mission Statement (3, 11)	1
Brand Extension	Brand Extension (6, 34)	1	No Loyalty	NF	
Brand Repositioning	NF		Operational Audit	NF	
Carrying Costs	Carrying Cost (1, 1)	1	Partnership Channel Arrangement	NF	
Churn	Product Churning (2, 0)	1	Personal Characteristics	NF	
Commission Sales	Commission (1, 1)	1	Political Forces	NF	
Competitive Superiority	NF		Price	Price (4, 5)	1
Contractual Channel Arrangement	NF		Price Perceptual Map	Perceptual Mapping (3, 0)	2
Core Competence	Core Competency (2, 4)	1	Product Differentiation	Product Differentiation (2, 4)	1
Cross-ruffing coupons	NF		Products	Product (3, 17)	1
Data Mining	Data Mining (13, 45)	1	Punishment	Punishment (8, 12)	1
Direct Channel	NF		Reference Price	NF	
Dual Channels	NF		RFM	RFM (2, 1)	1
Ethnocentrism	Ethnocentrism (3, 6)	1	Selective Distribution	Distribution (2, 1)	2
Family Brand	NF		Share of Heart	NF	
Focused strategy	NF		Social Forces	NF	
Frequency or customer Loyalty Programs	Loyalty Programs (11, 24)	1	Strategic Business Units	Strategic Business Unit (2, 2)	1
Guerrilla Marketing	Guerrilla Marketing (4, 10)	1	Symbolic Value	NF	
Incremental Approach	NF		Trade Incentives	NF	
Ingredient Branding	NF		Trawing	NF	
Legitimate Power	NF			Total* (97, 207)	1.10
Management	Management (10, 7)	1			

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 7: Integrated Advertising, Promotion and Marketing Communications (Clow & Baack, 2010)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Decoding	Decoding (1, 1)	2	Media buyer	Media buying (2, 2)	2
Integrated Marketing Communication (IMC)	Integrated Marketing Communication (IMC) (5, 9)	1	Gross Ratings Points	Gross Rating Point (1, 0)	1
Adaptation	Product differentiation (2, 4)	2	Continuity	Advertising media selection (7, 5)	2
Salient	Salience (language) (19, 11)	3	Media multiplier effect	Media multitasking (1, 1)	2
Flanker brand	NF		Cyberbait	NF	
Private brands (private labels)	Private label (4, 6) Store brand (12, 5) Private brand (1, 1)	2	Viral marketing	Viral marketing (8, 30)	1
Attitude	Attitude (psychology) (6, 22)	2	Lifestyle marketing	Lifestyle (sociology) (2, 4)	2
Values	Value (personal & cultural) (3, 1)	2	Geocoding	Geocoding (6, 2)	1
Inert set	NF		Permission marketing	Permission marketing (3, 4)	1
New task	NF		Share of customer	Personalized marketing (3, 2)	2
Phased heuristics	NF		Package insert programs (PIPs)	NF	
Promotions opportunity analysis	Promotions Opportunity analysis (section of IMC) (1, 2)	1	Consumer promotions	Incentive promotion (3, 1)	2
Sales-response function curve	NF		Brand loyal consumers	Brand loyalty	1
Decay effects	NF		Spiff money	NF	
Payout planning	NF		Social responsibility	Social responsibility (3, 7)	2
Demographics	Demographics (5, 5)	1	Enhancements	NF	
Executorial framework	IMC components		Sponsorship marketing	Sponsor (commercial) (4, 9)	2
Qualitative research	Qualitative research (8, 4)	1	Substantiation	NF	
Advertising campaign management	Advertising campaign (1, 1)	2	Morals	Morality (10, 36)	2
Flighting schedule of advertising	Flighting (advertising) (1, 1)	2	Law	Law (32, 279)	1
Means-end chain	Values scales (Applications to Business Marketing section) (1, 5)	2	Justice approach	Impartiality (3, 3)	2
Vulnerability	Vulnerability (3, 7)	3	Recall tests	Recall test (1, 0)	1
Cognitive message strategy	Attitude (psychology) (6, 22)	2	Warmth monitor	NF	
Comparative advertisement	Comparative advertising (1, 0)	1	Positioning advertising copytesting (PACT)	Copy testing (7, 12)	1
Promotional support conative advertisements	NF			Total* (183, 577)	1.69
Identification (source)	Communication (9, 13)	2			

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 8: Marketing 3e (Grewal & Levy, 2012)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
advertising allowance	NF		loyalty program	loyalty program (12,28)	1
aided recall	brand awareness (aided recall) (3,3)	2	manufacturer's suggested retail price (MSRP)	suggested retail price (3,0)	1
autocratic buying center	NF	1	market positioning	positioning (marketing) (4,3)	1
bait and switch	bait-and-switch (3,1)	1	marketing channel	marketing channel (1,1)	1
big box retailer	big-box store (5,4)	1	marketing research	market research (5,4)	1
brand	brand (13,39)	1	maturity stage	product life cycle management (marketing) (4,6)	1
brand extension	brand extension (6,34)	1	media planning	media planning (2,0)	1
brand repositioning (rebranding)	rebranding (5,20)	1	mobile commerce	mobile commerce (7,6)	1
bricks-and-mortar retailer	brick and mortar business (1,0)	1	motive	motive (2,0)	2
C2C (consumer-to-consumer)	consumer-to-consumer (2,1)	1	negative word of mouth	word-of-mouth marketing (3,10)	1
category specialist	specialty store (1,0)	1	noncompensatory decision rule	NF	
click-through rate (CTR)	clickthrough rate (2,3)	1	occasion segmentation	target market (market segmentation) (3,7)	2
co-branding	co-branding (3,5)	1	one-to-one marketing	personalized marketing (3,2)	2
commercial speech	commercial speech (1,0)	1	opt-in	opt-in e-mail (2,1)	1
compensatory decision rule	NF		outlet stores	outlet store (1,0)	1
competitor-based pricing method	pricing strategies (competition based) (6,5)	2	perception	perception (14,56)	1
conclusive research	NF		personal selling	sales (personal selling) (6,9)	1
consumer product	consumer product (1,1)	1	pioneers	NF	
control phase	NF		postpurchase dissonance	buyer's remorse (2,1)	1
cookie	HTTP cookie (19,40)	1	premarket test	test market (4,3)	1
corporate social responsibility	corporate social responsibility (15,50)	1	pretesting	NF	
countertrade	counter trade (1,2)	1	price fixing	price fixing (5,17)	1
cross-promoting	cross-promotion (2,7)	1	primary data	raw data (1,0)	2
customer excellence	NF		procedural fairness	natural justice (3,5)	1
cycle time	NF		product development	new product development (7,15)	1
deceptive advertising	false advertising (4,12)	1	product mix	NF	
delivery gap	NF	1	prototype	prototype (9,2)	1
department store	department store (15,21)	1	public relations	public relations (9,47)	1
diffusion of innovation	diffusion of innovations (10,25)	1	pulsing advertising schedule	advertising media selection (pulsing) (7,5)	2
dispatcher	dispatcher (4,5)	1	qualify leads	NF	

diversification strategy	diversification (marketing strategy) (4,9)	1	radio frequency identification (RFID) tags	radio frequency identification (34,115)	1
early majority	see: Diffusion of innovations (10,25)	2	reference group	reference group (2,5)	1
emotional support	NF		relational orientation	NF	

Table 8 Continued: Marketing 3e (Grewal & Levy, 2012)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
entrepreneur	entrepreneur (5,14)	1	reps	see contract sales organization (1,0)	2
event sponsorship	publicity (event sponsorship) (2,1)	1	retrieval set	NF	
exchange rate	exchange rate (6,7)	1	ritual consumption	NF	
experiment	experiment (10,37)	1	salary	salary (5,2)	1
extended problem solving	NF		sales support personnel	customer service advisor (1,1)	2
extranet	extranet (3,3)	1	scenario planning	scenario planning (16,36)	1
feedback loop	feedback (10,16)	1	selective demand	NF	
floor-ready merchandise	NF		self values	NF	
franchising	franchising (14,42)	1	service gap	NF	
gatekeeper	gatekeeper (3,4)	1	situation analysis	NF	
generic (house) brand	generic brand (3,5)	1	social media	social media (7,29)	1
globalization of production	NF		specialty store	specialty store (1,0)	1
gross domestic product (GDP)	gross domestic product (17,27)	1	STP (segmentation, targeting positioning)	NF	
headline	headline (3,5)	1	structured questions	NF	
horizontal supply chain conflict	channel conflict (2,7)	1	supply chain conflict	see: channel conflict (2,7)	1
implementation phase	NF		syndicated data	NF	
independent agents	contract sales organization (1,0)	2	technological advances	NF	
inflation	inflation (20,64)	1	total cost	total cost (2,0)	1
informative advertising	informative advertising (1,0)	1	trade shows	trade fair (10,29)	1
inseparable	inseparable (1,0)	1	transmitter	transmitter (9,2)	3
intensive distribution	distribution (business) (4,6)	1	universal set	universal set (3,11)	2
internal secondary data	NF		value	value (marketing) (2,3)	1
involvement	NF		value proposition	value proposition (3,5)	1
laggards	technology adoption life cycle (3,9)	2	vertical marketing system	marketing R.D. from vertical marketing (11,14)	2
leader pricing	loss leader (3,7)	2	virtual community	virtual community (11,30)	1
licensed brand	brand licensing (3,4)	1	wholesalers	wholesale (2,5)	1
line extension	product line extensions (2,0)	1	zone pricing	geographical pricing (2,0)	1
				Total* (494, 1092)	1.19

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 9: Marketing (Kerin et al, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
adaptive selling	NF		marketing tactics	NF	
baby boomers	baby-boom generation (12,19)	1	merchant wholesalers	wholesale (2,5)	1
basing-point pricing	base point pricing (1,)	1	moral idealism	NF	
bots	bots (edi) (2,0)	1	multicultural marketing	NF	
brand name	brand (12,27)	1	new-product strategy development	NF	
break-even chart	NF		observational data	observational study (3,2)	2
business analysis	business analysis (9,5)	1	online consumers	online shopping (11,19)	2
buy classes	NF		organizational buying behavior	NF	
caveat emptor	caveat emptor (3,5)	1	penetration pricing	penetration pricing (2,0)	1
channel partnership	channel partner (2,2)	1	permission marketing	permission marketing (3,2)	1
commercialization	commercialization (3,1)	1	points of difference	point of difference (2,3)	1
comparative parity budgeting	NF		pretests	advertising (pre-test) (19,37)	1
Consumer Bill of Rights (1962)	Consumer Bill of Rights (3,0)	1	price lining	NF	
consumer-oriented sales promotion	NF		private branding	private brand (1,0)	1
corporate level	corporate title (7,3)	1	product form	product form solution (2,7)	1
countertrade	counter trade (3,2)	1	product mix	NF	
culture	culture (38,218)	1	product repositioning	NF	
customer experience management	customer experience (management) (4,11)	1	promotional mix	promotional mix (1,4)	1
customs	logistics (5,3)	1	publicity tools	NF	
demand curve	demand curve (5,8)	1	questionnaire data	NF	
development	new product development (7,15)	1	receivers	NF	
direct marketing channels	direct marketing (channel) (7,10)	1	relationship marketing	relationship marketing (8,24)	1
diversification analysis	NF		retailing	retailing (7,8)	1
Economic Espionage Act (1996)	Economic Espionage Act of 1996 (4,8)	1	sales management	sales management (2,0)	1
electronic commerce	electronic commerce (7,23)	1	salesforce automation (SFA)	sales force management (6,5)	1
encoding	code (5,0)	2	self-concept	self-concept (3,15)	1
everyday low pricing (EDLP)	everyday low price (1,2)	1	services	services (economics) (3,0)	1
family life cycle	NF		skimming price	price skimming (4,0)	1
FOB origin pricing	FOB (shipping) (3,7)	1	societal marketing concept	societal marketing (2,6)	1

franchising	franchising (14,42)	1	standard markup pricing	profit maximization (markup pricing) (5,3)	1
gap analysis	gap analysis (4,0)	1	strategic marketing process	marketing strategy (4,8)	1
global brand	see: brand (12,27)	1	supplier development	NF	
gray market	grey market (7,14)	1	SWOT analysis	SWOT analysis (5,8)	1
hierarchy of effects	buyer decision process (4,10)	2	target return-on-investment pricing	pricing strategies (ROI) (6,5)	1
infomercials	infomercial (10,22)	1	telemarketing	telemarketing	1

Table 9 Continued: Marketing (Kerin et al, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
intensive distribution	distribution (business) (4,6)	2	trade name	trade name (1,0)	1
ISO 9000	ISO 9000 (12,32)	1	traditional auction	online auction business model (4,1)	1
laws	laws (32,277)	1	unit variable cost	variable cost (2,4)	2
lifestyle	lifestyle (sociology) (2,4)	1	value	value (marketing) (2,3)	2
loss-leader pricing	loss leader (3,7)	1	variable cost	see: variable cost	1
marginal revenue (MR)	marginal revenue (3,11)	1	web communities	web community (1,0)	1
market segments	market segmentation (3,2)	1	World Trade Organization (WTO)	World Trade Organization (15,59)	1
marketing channel	marketing channel (1,1)	1	yield management pricing	yield management (9,9)	1
marketing plan	marketing plan (11,9)	1		Total* (407,1085)	1.08

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 10: A Framework for Marketing Management (Kotler & Keller, 2012)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
associative network memory model	NF		marketer	marketing (RD) (10,14)	2
brand	brand (12,27)	1	marketing communications	marketing communications (2,1)	1
brand dilution	see brand (12,27)	2	marketing intelligence system	marketing intelligence (2,2)	1
brand line	NF		marketing plan	marketing plan (11,9)	1
brand valuation	NF		master (family) brand	family branding (1,0)	1
business market	NF		motive	motive (2,0)	2
channel conflict	channel conflict (2,7)	1	paid search (or pay-per-click ads)	contextual advertising (RD: paid search) (3,9)	2
communication-effect research	NF		performance marketing	NF	

conformance quality	quality (business) (5,13)	1	place advertising (AKA out-of-home advertising)	out-of-home advertising (5,9)	1
core competency	core competency (3,4)	1	potential market	NF	
culture	culture (38,218)	2	product adaption	NF	
customer value hierarchy	NF		product-mix pricing	NF	
demand chain planning	NF		public	public (2,13)	1
direct-order marketing	direct-response marketing (3,1)	2	push strategy	push-pull strategy (4,5)	1
dual adaptation	NF		retailer	retailing (7,5)	1
expectancy-value model	expectancy-value theory (3,14)	1	sales quota	sales operations (RD sales quota) (3,2)	1
family of procreation	family (conjugal) (12,44)	1	service	service (3,0)	2
frequency programs (FPs)	loyalty program (12, 28)	1	straight extension	NF	1
gray market	grey market (7,14)	1	subcultures	subculture (5,15)	1
hybrid channels	multichannel marketing (1,2)	1	target costing	target costing (2,3)	1
innovation diffusion process	diffusion of innovations (10,25)	1	total customer benefit	NF	
intensive distribution	distribution (business) (4,6)	1	value chain	value chain (4,5)	2
licensed product	brand licensing (3,4)	1	value proposition	value proposition (3,5)	1
line stretching	NF		zero-level channel	direct marketing (channel) (7,10)	2
market logistics	logistics (5,3)	1		Total* (208, 544)	1.20

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 11: Marketing Management (Marshall & Johnston, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
additions to existing product lines	product line extensions (2,0)	1	marketing audit	NF	
advertising response function	NF		marketing management	marketing management (6,9)	1
all-you-can-afford method	NF		marketing's stakeholders	stakeholder (corporate) (5,11)	1
attitude-based choice	NF		materials	material (2,0)	1
backward integration	vertical integration (5,10)	1	maturity stage	product life cycle theory (3,3)	1
behavioral segmentation	NF		MERCOSUR	Mercosur (16,20)	2
brand association	NF		mission statement	mission statement (4,4)	1
brand loyalty	brand loyalty (4,7)	1	monopolistic competition	monopolistic competition (7,21)	1
B-to-B (business to business) markets	business-to-business (2,0)	1	multiattribute model	NF	
capital goods	capital good (2,1)		new purchase	NF	
causal research	NF		nonfinancial incentives	incentive (5,6)	2

channel of distribution	distribution (business) (4,6)	1	objective forecasting methods	NF	
clutter	clutter (advertising) (1,2)	1	odd pricing	psychological pricing (4,6)	1
comparative advertising	comparative advertising (1,0)	1	one-to-one marketing	personalized marketing (3,2)	2
complete set	NF		organizational learning	organizational learning (8,15)	1
conformance	conformance (1,0)	1	output measures	NF	
contractual VMS	NF		perceived quality	NF	
core product	core product	1	personal factors	NF	
cost leadership	cost leadership (1,3)	1	portfolio analysis	modern portfolio theory (15,15)	1
credence attributes	NF		price bundling	product bundling (3,3)	1
customer benefit	customer satisfaction (5,11)	2	price war	price war (3,0)	1
customer marketing	relationship marketing (8,24)	1	private-label brands	store brand (12,5)	2
customer satisfaction	customer satisfaction (5,11)	1	product demand	demand (economics) (11,45)	2
data warehouse	data warehouse (10,11)	1	product mix	NF	
decoding process	decoding (semiotics) (1,0)	2	promotion mix	NF	
demographic segmentation	NF		psychographic segmentation	psychographic (2,1)	1
desirability	NF		pull strategy	push-pull strategy (4,5)	1
direct and interactive marketing	NF		quantity discounts	discounts and allowances (7,4)	2
direct selling	direct selling (3,5)	1	reducing transactions	NF	
diversification strategies	diversification (marketing strategy) (4,9)	1	relationship orientation	NF	
early majority	diffusion of innovation (rd:early majority) (11,39)	2	repeat purchase	NF	
emotional appeal	NF		research problem	research question (2,0)	1
enterprise resource planning (ERP)	enterprise resource planning (9,23)	2	retailer experience	NF	

Table 11 Continued: Marketing Management (Marshall & Johnston, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
event sponsorship	publicity (event sponsorship) (2,1)	2	reverse logistics	reverse logistics (3,9)	1
exclusive territory	NF		sales force composite	NF	
extensive information search	buyer decision process (4,10)	2	sample	sample (statistics) (2,1)	
family	family (12,44)	1	SEC 10-K report	Form 10-K (5,3)	2
firing a customer	NF		selective distortion	selective distortion(1,0)	1
follow-up	NF		service	service (economics) (10,13)	1
franchise organization	franchising (13,32)	1	service quality	service quality (7,8)	1
gatekeeper	gatekeeper (3,4)	1	shopping experience	NF	
geographic regions	region (9,9)	1	slotting allowance (shelf fee)	slotting fee (1,5)	1
go-to-market mistake	NF		specific warranty	NF	
high-involvement learning	NF		stop-to-market mistake	NF	

inbound logistics	NF		strategic type	NF	
indirect competitors	competition (economics & business) (8,11)	1	subjective forecasting methods	NF	
innovator	innovator (2,2)	1	survey	statistical survey (8,15)	1
institutions	institution (7,9)	1	tactical marketing	NF	
interactive marketing	interactive marketing (2,1)	1	technical selling	NF	
interstitials	interstitial (2,0)	1	touchpoints	touchpoint (3,5)	1
key account salespeople	NF		transactional cost analysis (TCA)	NF	
legitimate power	legitimation (2,1)	1	uniform delivered pricing	NF	
line extensions	product line extensions (2,0)	1	VALS (Values and Lifestyles)	VALS (3,1)	1
loss-leader products	loss leader (3,7)	1	value network	value network (6,9)	1
management research deliverable	NF		variable pricing	variable pricing (2,1)	1
market information system (MIS)	market information systems (4,12)	1	viral marketing	viral marketing (7,36)	1
market research	market research (5,4)	1	zone pricing	geographical pricing (2,0)	1
market test	test market (4,3)	1	Total* (343, 593)		1.17

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

** Reliability 1= Correct definition; 2= Correct, but difficult to find the term or the definition was not easy to decipher; and 3= Incorrect definition.

Table 12: Advertising and Integrated Brand Promotions 5e (O'Guinn et al, 2009)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Above the line promotion	Below the line (advertising)(3,2)	2	Integrational affiliates	NF	
Account Services	Account Manager	2	IRI Behavior Scan	Single-source data(2,3)	1
Advertiser	Advertising(11,37*)	1	Life-stage	Life stage	
Advertising Plan	NF		Logo	Logo(7,19)	1
Advocacy advertising	Ben Goddard(4,3)	2	Marketing	Marketing(11,15)	1
Animation	Animation(8,3)	1	Markup charge	NF	
Attitude	Attitude (Psychology) (6,22*)	1	Media buying	Media buying(2,2)	1
Average quarter-hour persons	AQH share(1,1)	1	Media plan	Media planning(2,0)	1
Barter syndication	Broadcast Syndication(12,2*)	2	Members of business organizations	NF	
Between-vehicle duplication	Advertising Research(6,4)	2	Missionary salesperson	NF	
Blogger	Blogger(1,0)	1	Multi-attribute attitude models(MAAMS)	NF	
Brand attitudes	NF		National Spot radio advertising	Radio advertisement(9,88)	1
Branding	Brand(13,40)	1	Newspaper sampling	NF	
Business-market sales promotion	NF		Off-network syndication	Broadcast Syndication(12,6)	1
Cause-related advertising	Cause marketing(5,14)	1	Opt-in e-mail	Opt in e-mail(2,1)	1
Chaos Scenario	Bob Garfield(2,4)	2	Paid circulation	Newspaper circulation(3,1)	2

Client	Advertising Agency(7,0)	2	Pay-for-results	NF	
Cognitive Style	Cognitive style(6,16)	1	Personal Selling	Sales(4,9)	1
Comp	Comprehensive Layout(1,0)	1	Point	NF	
Concept Test	Concept Testing(3,1)	1	Positioning	Positioning(marketing) (3,3)	2
Consumer Culture	Consumerism(8,24)	2	Preproduction	Pre-production(1,0)	1
Consumer sales promotion	Sales promotion(4,3)	2	Principle of limited liability	Limited Liability(3,44)	2
Controlled circulation	Magazine(4,3)	2	Production timetable	Filmmaking(4,7)	2
Copywriting	Copywriting(2,0)	1	Projective techniques	Projective test(2,4)	1
Cost per inquiry(CPI)	Online advertising(7,5)	2	Public relations audit	NF	
Cover date	Cover date(1,0)	1	Pulsing	NF	
Creative plan	Advertising Agency(7,0)	2	Push strategy	Push-pull strategy(2,5)	1
Creativity	Creativity(16,153)	1	Reach	Reach (advertising) (2,2)	2
Customer satisfaction	Customer satisfaction(5,10)	1	Recognition	Recognition(1,0)	1
Deception	False advertising(3,12)	2	Resonance test	NF	
Design	Design(6,30*,16**)	1	Roman	Times Roman(4,27)	1
Differentiation	Product Differentiation(2,4)	2	Sales promotion	Sales promotion(4,3)	1
Direct Marketing Agency (Direct response agency)	NF		Scratch track	Scratch track(1,0)	1
Display advertising	Display advertising(2,1)	1	Secondary data	Secondary data(2,2)	1
E-business	Electronic business(9,8)	1	Self-liquidating premium	NF	

Table 12 Continued: Advertising and Integrated Brand Promotions 5e (O'Guinn et al. 2009)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Effective reach	Reach (advertising) (2,2)	2	Share of audience	NF	
Emergent consumers	NF		Situation analysis	Situation analysis(1,3)	1
Evaluative copy research	NF		Space contract	NF	
External facilitator	NF		Sponsorship	Sponsor (commercial) (3,9)	1
Fact sheet radio ad	Radio advertisement(9,88)	2	Starch Readership Services	NF	
First cover page	NF		STP marketing	NF	
"Forgetting function"	Forgetting(3,2)	1	Support media	NF	
Free-standing insert(FSI)	Free standing insert(1,0)	1	Symbolic value	NF	
Full position	NF		Television households	NF	
Gender	Gender (15,93)	1	Thumbnails	Thumbnail(3,8)	1
Global advertising	Advertising(11,37)	2	Trade journals	Trade magazine(2,2)	1
Great Depression	Great Depression(13,100)	1	Trial offers	NF	
Guerrilla Marketing	Guerrilla marketing(3,11)	1	Unique selling proposition	Unique selling proposition(2,1)	1

Highly industrialized countries	Developed country(5,24)	2	User positioning	Positioning(marketing) (3,3)	1
Illustration format	NF		Variety seeking	NF	
Influencer marketing	Influencer marketing(4,24)	1	Viral marketing	Viral marketing(8,30)	1
In-store sampling	Trade promotion(5,8)	2	Website	Website(10,18)	1
Integrational effect	Integrational mobility(5,7)	1	Within-vehicle duplication	Advertising Research(6,4)	2
				Total* (362, 1103)	1.34

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

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Table 13: Promo (O'Guinn et al, 2011)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Communication	Communication(12, 18)	1	Point of Purchase Displays	Sales Promotion/ Trade Sales(3,2)	2
Receivers	Receiver/Information Theory(1, 0)	1	Data Mining	Data Mining(13,45)	1
Marketing Mix	Marketing Mix(4,4)	1	Customer Relationship Management(CRM)	Customer Relationship Management(8, 10)	1
Family Brand	Family Branding(1, 0)	1	Package Insert Programs	NF	
Image	Image(4,4)	3	Trade Promotion	Marketing Mix Modeling-Trade Promotions(8,10)	2
Co-Branding	Co-Branding(3, 5)	1	Trade Allowances	Discounts and Allowance Trade Discount(3,5)	2
Positioning	Positioning(Marketing) (4, 3)	1	Hit	Hit(3,0)	3
Values	Value(3, 3)	1	Entitilings	NF	
Affect Referral	Consumer Neuroscience(7, 27)	2	Sponsorship Marketing	Sponsorship(Commercial) (4,9)	1
Derived Demand	Derived Demand	1	Consent Order	Consent Decree(1,1)	1
Hierarchy of Effects Model	Desire (Emotion) Marketing(5, 17)	2	Brand Infringement	Counterfeit of Consumer Goods(4, 17)	1
Vulnerability	Vulnerability(4, 6)	1	Individualism	Individualism(17,75)	1
Generic Messages	NF		Ethical Management	NF	
Resonance Advertising	Creative Strategies Advertising/Strong Strategies(3, 2)	2	Copytests	Copy Testing(6,11)	1
Sources and Spokesperson	Spokesperson(1, 1)	1	Unaided Recall	Ad Tracking(4,5)	2
Media Planner	Media Planner(1, 1)	1	Psychophysiology	Psychophysiology(3,6)	1
Opportunities to see(OTS)	Effective Strategy(5, 8)	1	Lifetime Value	Customer Lifetime Value(2,0)	1
Weighted (or Demographic) CPM	Cost per Impression(2,2)	1	Crisis Management	Crisis Management(17,34)	1
Cyber bait	Web Traffic/Increase Site Traffic(5,3)	1	Brand Parity	Brand-Brand Parity(10,21)	1
Buzz Marketing	Marketing Buzz(2,3)	1	Dual Channel Marketing	Channel Conflict(2,7)	2

				Totals* (174, 349)	1.33
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* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

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Table 14: Basic Marketing (Pearrault et al, 2008)

Textbook Term	Wikipedia Term* (# of pages, # of refer- ences)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of refer- ences)	Score**
Advertising	Advertising (33, 110)	1	Integrated Marketing Communication (IMC)	Integrated Marketing Communications (3,0)	1
Attitude	Attitude (2, 0)	1	Internal Customer	Internal Customer (2,2)	2
Brand	Brand (8,15)	2	Internal Partnership	Partnership (5,0)	3
Break Even Analysis	Break Even Analysis (4, 2)	1	Joint Demand	Joint Demand (1,0)	1
Buyer	Buyer, (1, 0)	1	Learning	Learning (7,3)	1
Buzz Marketing	Marketing Buzz (1, 3)	1	Line Extension	Product Line Extension (1,0)	1
Cannibalization	Cannibalization (3,2)	1	Logistics	Logistics (4,2)	1
Competitive Strategy	Strategic Management (24,102))	1	Loss Leader	Loss Leader (3,6)	1
Customer Relationship Management (CRM)	CRM (8,17)	1	Mall Intercept	Mall-Intercept Personal Interview (1,1)	1
Customer Satisfaction	Customer Satisfaction (3,16)	1	Marginal Analysis	Marginalism (14,58)	2
Database Marketing	Database Marketing (5,1)	1	Markdown	Price Markdown (1,0)	1
Delphi Technique/ Method	Delphi Technique (5,5)	1	Market Penetration Strategy	Market Penetration (1,0)	1
Direct Mail	Advertising Mail (8,32)	1	Market Share	Market Share (1,0)	1
Environmental Scanning	Environmental Scanning (4,0)	1	Marketing	Marketing (23,17)	1
Exploratory Research	Exploratory Research (2,1)	1	Marketing Communi- cations	Marketing Communica- tions (1,0)	1
Exporting	International Trade (9,3)	1	Marketing Ethics		
Fixed Costs	Fixed Costs (2,3)	1	Marketing Mix	Marketing Mix (3,0)	1
Franchise	Franchise (1,0)	2	Marketing Plan	Marketing Plan (11,9)	1
Free-Trade Area	Free-Trade Area (5,0)	1	Marketing Strategy	Marketing Strategy (4,6)	1
Gatekeeper	Gatekeeper (3,4)	2	Markup	Markup (business) (3,3)	1
Generic Products	Generic Brand (3,3)	1	Maturity Stage	REFER TO - Product Life Cycle Management	
Goods	Goods (economics) (2,2)	1	Merchandisers	Merchandising (4,2)	3
Green Marketing	Green Marketing (6,21)	1	Message	Message (2,0)	1
Growth Stage	Product Life Cycle Man- agement (4,7)	1	Message Research	Advertising Research (5,4)	1
Importing	Import (3,3)	1	Mission	Mission Statement (3,8)	1
Inelastic Demand	Elasticity/Price Elasticity of Demand(20/5, 54/2)	1	Modified Rebuy		
Infomercial	Infomercial (8,0)	1	Monopoly	Monopoly (11, 46)	1
Need	Need (4,1)	2	Multiple Sourcing		
New-Task Buying			Rebate	Rebate (6,26)	1
Noise	Noise (4,0)	3	Reference Groups	Reference Groups (1,5)	1

Nonprobability sample	Nonprobability sample (2,0)	2	Refund	see Rebate	1
Norms	Norm (Sociology) (5,5)	1	Relationship Marketing	Relationship Marketing (6,17)	1
Objection	Objection (1,0)	2	Research Design	Marketing research process (3,2)	2
Opinion Leaders	Opinion Leaders (1,3)	2	Retailing	Retailing (4,3)	1
Partnership	Partnerships (5,0)	2	Roles	Roles (5,14)	1

Table 14 Continued: Basic Marketing (Perrault et al, 2008)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Penetration Pricing Strategy	Penetration Pricing Strategy (2,0)	1	Rule of Three	NOT APPLICABLE TO BUSINESS	3
Perception	Perception (6,8)	2	Salary	Salary (4,0)	1
Persuasive Advertising			Sales Forecast	Demand Forecasting (3,2)	2
Planning	Planning (4,0)	1	Sales Orientation		
Political-legal Environment			Sales Quota		
Porter's Five Forces	Porters Five Forces (5,8)	1	Sampling		
Positioning Map			Seller's Market	redirected to Supply and Demand	
Posttesting	Advertising Research (5,4)	1	Shaping	Shaping (3,1)	1
Price	Price (4,5)	1	Social Responsibility	Social Responsibility (3,7)	1
Private Brand	Private Brand (1,0)	1	Sponsorship	Sponsor (Commercial) (3,5)	1
Product Differentiation	Product Differentiation (2,3)	1	Step Out		
Product Line	Product Lining (2,0)	1	Strategic Planning	Strategic Planning (6,0)	1
Product Placement	Product Placement (14,64)	1	Subcontracting	Subcontractor (2,0)	1
Profit Center	Profit Center (1,1)	1	Subsidy	Subsidy (5,0)	1
Promotional Allowance	Discounts and Allowances (6,6)	1	Supply Chain	Supply chain (4,6)	1
Prospecting			Sustainable Competitive Advantage	Competitive Advantage (2,0)	2
Puffery	Puffery (3,3)	1	SWOT Analysis	SWOT Analysis (5,9)	1
Pure Competition	Perfect Competition (10,13)	1	Tactical Planning	Commercial Planning (inside)(9,3)	2
Qualifying			Target Market	Target Market (1,0)	1
Quantity Discount	see Promotional Allowance (6,6)	2	Team Selling		
Quota Sample	Quota Sampling (1,1)	2	Test Marketing	Test Market (4,3)	1
Total Quality Management (TQM)	TQM (4,13)	1	Variable Cost	Variable Cost (2,1)	1
Trade Dress	Trade Dress (5,26)	1	Venture Team		
Trademark	Trademark (13,15)	1	Web Services	Web Services (6,11)	1
Uniform-Delivered Pricing			Wholesaler	Wholesale (2,5)	1
Unit Pricing	Unit Price (2,4)	1	Wholesaling Intermediary		
Upstream Management	Demand Chain Management (3,9)	2	Wiki	Wiki (8,24)	2

Value Analysis	Value Engineering (4,4)	1	Zone Pricing	Geographical Pricing 2,0)	1
				Total (496, 855)	1.25

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

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Table 15: Advertising, Promotion, and Other Aspects of Integrated Marketing Communications (Shimp, 2010)

Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**	Textbook Term	Wikipedia Term* (# of pages, # of references)	Score**
Achievers	VALs(3,1)	2	Observability	NF	
Affordability method	NF		Opt-in emailing list	Opt in e-mail(2,1)	1
Attractiveness	NF		Meaning	Meaning (linguistics)(6,1)	3
Bill-back allowances	Discounts and allowances(7,5)	2	Perceptual encoding	NF	
Cause-related marketing(CRM)	Cause marketing(5,14)	2	Positioning	Positioning(marketing)(4,3)	2
Competitive parity method	NF		Price-off promotion	Discounts and allowances(7,5)	2
Consequences	NF		Psychological reactance	Reactance(psychology)(5,11)	2
Contest	Contest(1,0)	1	Rating points	Audience Measurement(6,2)	2
CPM(Cost per thousand)	Cost per impression(2,2)	2	Relationship	Relationship	3
Deal	Sales promotion(4,3)	2	Revenue premium	Generic brand(3,5)	2
Encoding specificity principle	Encoding specificity principle(1,0)	1	Self-regulation	Advertising(11,37)	2
Exit fee	Slotting fee(1,5)	2	Similarity	NF	
Feature analysis	NF		Strivers	VALs(3,1)	2
Frequency	Effective frequency(5,8)	2	Target rating points(TRPs)	Target Rating Point(1,0)	1
Generic style	NF		Transformational advertising	NF	
Infomercial	Infomercial(10,22)	1	Unique Selling proposition	Unique selling proposition(2,1)	1
Internalization	Internalization(3,4)	1	Wearout	NF	
Laddering	Qualitative marketing research(4,0)	2	Zippering	NF	
Middle age	Middle age(3,11)	1		Total (99, 142)	1.76

* The first number in parentheses is the number of printed pages; the second number is the number of references included in the Wikipedia entry.

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