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Introducing the International Journal of Marketing Education - IJME

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Welcome to the launch issue of the International Journal of Marketing Education (IJME). This innovative new journal is devoted to enhancing marketing education worldwide by publishing and disseminating high quality refereed teaching materials, including articles on key developments in teaching methods, course and programmatic structure and new pedagogical frameworks for Marketing education. The scope of the journal is global and it encourages cross-disciplinary perspectives. The journal reports on and discusses advances in marketing education wherever they occur.

The IJME complements other scholarly journals in the field by focusing exclusively on educational material. This inaugural issue contains examples of the three main categories of articles that the IJME will publish:

1. *Lecture articles* on any aspect of marketing that can be used as the basis of a core section of a course or as an integral part of a class. In this inaugural issue, the first lecture by Donna L. Hoffman and Thomas P. Novak introduces the key idea of "business model integration" as a framework for the experimentation that managers need to undertake to exploit the full potential of the Internet. The lecture emphasizes how online managers can directly apply new ideas to evaluate current and potential opportunities that can maximize the potential of their evolving digital commerce strategies. The second by Peter Lorange argues for a new approach to the marketing of a business school's value-propositions. The author outlines how substance, delivered in a "minimalistic" way, will be key for successful business school marketing in the future.

2. *Case Studies*, written at a level of quality typical of those that qualify for use in internationally acclaimed higher education institutions:

   - *XM Satellite Radio*, by Ken Homa. XM's marketing challenge: how to capitalize on a $1.5 billion investment to achieve a stated goal of "revolutionizing the airwaves" and becoming "a premier nationwide provider of audio entertainment and information programming".

   - *Progressive Insurance Company*, by Paul Farris and Phil Pfeifer, presents a brief history of Progressive Insurance Co., an auto insurance company undergoing major strategic change. The case asks students to evaluate the recent changes in strategy. The case focuses on building the company's brand through advertising and enhancing product differentiation through technology and, in its multi-media format, includes television commercials and comments from a Progressive Insurance executive in an MBA class.

   - *Tata Tea*, by Amitava Chattopadhyay, features the decision of whether the Tata Tea Company should internationalize on its own or buy a rival brand. This case is designed to stimulate discussion of issues related to the internationalization of a firm, the build-or-buy brand decision, and brand valuation.

3. *Articles, Reviews, and Innovative Teaching Exercises* that deal with key design and curricular issues, reviews of best practice teaching strategies. This issue of IJME includes an article by David J. Reibstein, which discusses alternative pedagogical styles to be considered for teaching marketing and the factors that should determine the selection of when a particular style should be used. The second paper in this section by Kamran Kashani, is a personal statement on what the author has learned about effective case teaching over a period of nearly three decades, a "how-to" guide that will be of value to others, especially the newcomers to the case method. The final paper in this section is a technical exercise by Klaus Wertenbroch designed to illustrate and practice how to measure the impact of price promotions.

Editorial Policy

In each of its three forms of publication the IJME seeks to generate value for its target readership. Given the focus of IJME, authors are expected to be reflective of their own experience with the teaching material or method they present. By analogy to purely research publications, papers in IJME should provide such documentation of the teaching material or method as to allow readers to replicate the experience of the author. Clearly, full replication is unattainable because of the unique conditions facing each educational setting, including among others the personality of the teacher, the identity of the audience and the material resources available. Having said that, the review process of IJME will strive to ensure that sufficient background and reflective assessment is provided in each submission as to justify its characterization as innovative and exemplary.

Lecture articles will be derived from exceptional teaching and from summaries of leading research. The major criterion applied here is that the article should be of interest not only to MBA and senior level students, but also to managers of international companies. Articles may refer to innovative syllabi and curricula with which the authors have been able to demonstrate superior educational outcomes. This section will also contain short teaching exercises that have been used to good effect on MBA programs at leading international business schools, as well as written accounts that effectively summarize cutting-edge topics within the field. Such pieces will not only be solicited from educators in academic institutions but also from marketing professionals.

Strong cases should be compactly written, focus on clearly-defined issues, and raise questions that are effective for classroom discussion. The case studies will be robust and provide new perspectives on how companies cope with the ever-increasing complexities of the global economy. The structure and presentation of case studies will be such as to engage prospective audiences in a learning experience by challenging their skill, knowledge and experience. A teaching note must accompany the case and will be made available to lecturers on request. Cases accompanied by video clips or other multimedia content are strongly encouraged. The video clips and multimedia material must accompany the submission.

In the review section we will feature best practice teaching strategies and innovative teaching exercises and techniques. In later issues we will feature reviews of textbooks and papers covering strategies for corporations toward educational institutions, executive education, in-company training and corporate universities, as well as real life experience essays by top CEOs and other outstanding senior executives from around the world.

Moving forward

For the IJME to achieve its mission, we must establish a dialogue with our readers and potential contributors. Responses and submissions should therefore be directed to our team of editors:

- Josh Eliashberg (eliashberg@wharton.upenn.edu)

- Marian Moore (moorema@darden.virginia.edu).

For general publication and submission matters, please contact

- Paul McSweeney, Publishing Editor (pmcsweeney@senatehall.com).

We look forward to your responses.