

FACULTY PRESENTATIONS SCHEDULE - THURSDAY, May 4

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| 1:00-1:05 pm | Welcome Steve Kelly & Susan K. Jones |
| 1:05-1:35 pm | Preparing Graduates for a Global Marketplace: An Exploratory Study of Student Transformation through Cross-cultural Partnership Linda Tuncay Zayer, Loyola University Chicago Pilar Castro González, Universidad Loyola Andalucía Stacy Neier Beran, Loyola University Chicago Jenna Drenten, Loyola University Chicago |
| 1:35 - 2:05 pm | Establishing & Cultivating a Great Advisory Board Susan K. Jones, Ferris State University |
| 2:05 - 2:35 pm | A Case Study on a Case Study Jan P. Owens, Carthage College Matt Sauber, Eastern Michigan University |
| 2:35-2:45 pm | Break |
| 2:50-3:20 pm | Early Research Experience: A Case of University-Industry Cooperation on Teaching Integrated Marketing Communications Jose Maria Peláez, Universidad Francisco de Vitoria |
| 3:20 -3:50 pm | Is Amazon Building National Brand Preference? Don Schultz, Northwestern University Martin Block, Northwestern University |
| 3:50- 4:20 pm | TBA |
| 4:20- 4:50 pm | Training Millenials for the Future Working Society Guillermo Arce, Loyola University Chicago |
| 4:50 -5:00pm | Closing Remarks and Adjourn to Cocktail Reception |

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