

FACULTY PRESENTATIONS SCHEDULE - THURSDAY, MAY 7

1:00 pm	Welcome
1:10 - 1:40 pm	Motivating Collaborative Learning through a Constructivist Approach: The HappyIn21 Social Media Campaign Leila Sami, Aurora University
1:45 - 2:15 pm	How Relationship Marketing Helps Create Brand Awareness through Online Communities Debra Zahay, Aurora University
2:20 - 2:50 pm	The use of GOMC in a classroom setting and its benefits for community partners and student career prospects Kasia Firlej, Purdue University Calumet
2:55-3:05 pm	BREAK
3:10-3:40 pm	Are the Teachings of Trout and Ries Relevant in 2015? Susan K. Jones, Ferris State University
3:45 -4:15 pm	National Sports Forum Case Cup Jan Owens, Carthage College
4:20- 4:50 pm	Applied Neural View of Impulse Purchasing Don E. Schultz, Martin Block, Vijay Viswanathan, Northwestern University
4:50-5:15pm	Evaluations & Best Paper Award
5:15 pm	Depart for dinner - MidAmerica Club Keynote: Jay Porter, President, Edelman Chicago

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